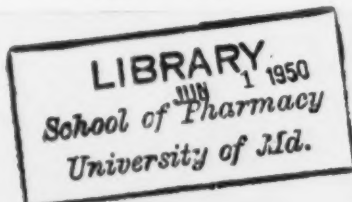


the **American Perfumer**
and **ESSENTIAL OIL REVIEW**
COSMETICS · SOAPS · FLAVORS

MAY 1950

V.55 #5



Full protection for your product—
a **WIRZ Tube**—convenient, attractive, sanitary

Wirz Tubes rate high in the three
essentials of a good container—

protection, convenience and eye-appeal.

Wirz Tubes preserve the quality of
your product; are strong, easy to use.

Their long-lasting finishes increase
the appeal of your package, add an
extra zip to your sales message.

Write today for sample tubes and a
copy of our booklet, "Wirz Tubes—
Ideal Containers" for creams, pastes,
powders, greases and semi-liquids.

Collapsible Metal Tubes
Lacquer Linings
Wax Linings
Westite Closures
Soft Metal Tubing
Household Can Spouts
Applicator Pipes
Compression and Injection
Molding



CHESTER, PA.

New York 17, N.Y.
50 E. 42nd St.

Chicago 4, Ill.
80 E. Jackson Blvd.

Memphis 2, Tenn.
Wurzburg Bros.

Los Angeles 14, Calif.
1709 W. Eighth St.

Export Division—751 Drexel Bldg., Philadelphia 6, Pa.

Havana, Cuba
Roberto Ortiz Planos
Roberto Ortiz Hecster

BACKGROUND OF EXCELLENCE

Ungerer products have behind them a background of excellence that comes only with experience. It's a background — of 57 years of research and accumulated knowledge — that guarantees outstanding perfume specialties.

America's top perfumers, whether in search of new and unusual perfume specialties or simply specifying quality raw materials, always depend upon Ungerer.

Remember, when you specify Ungerer, you specify the excellence that comes only with experience. Write for our descriptive catalog today.

Ungerer & Co.

161 SIXTH AVENUE • NEW YORK 13, N.Y.
Plant and Laboratories, TOTOWA, N. J.



CHICAGO BOSTON PHILADELPHIA ST. LOUIS LOS ANGELES ATLANTA

d

9.

I.Y.

J.

TA



MYSORE

SANDALWOOD OIL

SINCE 1913, when the Mysore Department of Industries was instituted, the industrial and agricultural development of Mysore has gone steadily ahead. Plans to develop Mysore's vast resources will continue a record of progress that has earned for Mysore its proud title of "The model state of India."



One of the most famous of Mysore's many products is Sandalwood — *Santalum Album* (Linné). Obtained from selected Mysore heartwood, Genuine Mysore Sandalwood Oil, distilled at our Linden, N. J., plant, is the chosen standard of purest quality by all leading Perfumers.

"The Oldest Essence Distillers"

W. J. BUSH & CO.

INCORPORATED

Essential Oils • Aromatic Chemicals • Natural Floral Products

11 EAST 38TH STREET, NEW YORK 16, N. Y. • LINDEN, N. J.

NATIONAL CITY, CALIFORNIA • LONDON • MITCHAM • WIDNES

The American Perfumer

May, 1950 345

Published monthly by The Moore Publishing Company, Inc. Publication Office, Emmett Street, Bristol, Conn. Editorial and Executive Offices: 9 East 38th St., New York 16, N.Y. Subscription rates: U.S.A. and possessions \$3.00 one year; 30 cents per copy. Canada \$3.00 one year; Foreign \$5.00 one year. Volume 55, No. 5. Entered as second class matter January 12, 1950, at the Post Office at Bristol, Conn., under Act of March 3, 1879.

American distilled Oils

PRODUCED AT OUR BROOKLYN FACTORY OILS

CLOVE
NUTMEG
ORRIS LIQUID, Conc.
STYRAX
CASCARILLA

BALSAM PERU
CELERY
GERANIOL
CITRONELLOL

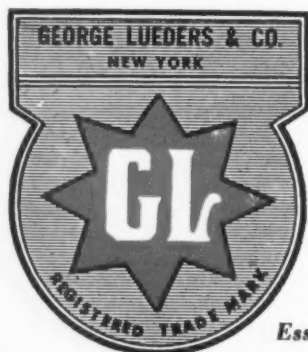
OPOPONAX
PIMENTO
OLIBANUM
SANDALWOOD
PATCHOULY

also

LINALOOL

CITRAL
RHODINOL

EUGENOL



RESIN LIQUIDS

OLIBANUM
LABDANUM
OPOPONAX
ORRIS

STYRAX
BALSAM PERU
BALSAM TOLU
TONKA

Essential Oils • Aromatic Chemicals • Perfume Materials • Colors
OFFERING ROSE ABSOLUTE

GEORGE LUEDERS & CO.

427 WASHINGTON STREET, NEW YORK 13, N. Y.

CHICAGO • SAN FRANCISCO • MONTREAL • ST. LOUIS • PHILADELPHIA • LOS ANGELES • TORONTO

ESTABLISHED 1885

the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

J. H. MOORE
President

ALLEN ADDICKS
Advertising Manager
WILLIAM LAMBERT
Editor

HARLAND J. WRIGHT
Vice President

MAISON G. deNAVARRÉ, Ph.C., B.S.
Technical Editor
MORRIS B. JACOBS, Ph.D.
Flavor Editor

CONTENTS • MAY 1950

| | |
|---|-----|
| The Chemistry of Violet Perfumes <i>Dr. S. Gottfried, Lily Baxendale and Dorothy Lambert</i> | 369 |
| Materials Developed by Research <i>Paul Z. Bedoukian, Ph.D.</i> | 375 |
| No Keys to Baldpate | 378 |
| Fair Trade | 378 |
| Qualifications for a Salesman | 378 |
| Technological Aspects of Lanolin <i>Ivar William Malmstrom</i> | 379 |
| Aromatic Plant Extracts <i>Morris B. Jacobs, Ph.D.</i> | 387 |
| The New Soap "Dial" Goes to Town <i>Ned Chase</i> | 395 |

REGULAR FEATURES

| | |
|---|-----|
| Desiderata—Maison G. deNavarre | 365 |
| Questions and Answers | 367 |
| What the Retail Buyers Report | 381 |
| Technical Abstracts | 385 |
| Book Reviews | 394 |
| New Packaging and Promotions | 400 |
| New Products and Developments | 401 |
| Hints for Improving Production | 403 |
| Washington Panorama—Arnold Kruckman | 405 |
| The Round Table | 409 |
| Market Report | 427 |
| Prices in the New York Market | 429 |

PUBLISHED MONTHLY by Moore Publishing Company, Inc. Publication office: Emmett St., Bristol, Conn., U.S.A. Editorial and Executive Offices: 9 East 38th St., New York 16, N.Y. J. H. MOORE, President; J. H. MOORE JR., Vice President and Treasurer; HARLAND J. WRIGHT, Vice President and Publisher; MARC MACCOLLUM, Vice President; R. G. ALLISON, Vice President; R. R. ROUNTREE, Vice President and Circulation Director; F. W. NOLTING, Secretary. Subscription Rates: U.S.A. and Possessions and Canada, \$3.00 one year; 30 cents per copy. Foreign, \$5.00 one year. Entered as second class matter, January 12, 1950, at the Post Office at Bristol, Conn., under act of March 3, 1879.

PACIFIC COAST REPRESENTATIVE: NED BRYDENE-JACK, 714 West Olympic Blvd., Los Angeles 15, California . . . Western Office, Room 1328 Peoples Gas Bldg., Chicago 3, Ill.

Moore Publishing Co., Inc., is publisher also of Advertising & Selling, American Printer, Drycleaning Industries, Gas Age, Gas Appliance Merchandising, Industrial Gas, LP-Gas, Laundry Age, Laundryman.



Cable Address: Robinpub, New York
Volume 55, Number 5 (Copyright 1950, Moore Publishing Company, Inc.)



& Essential Oil Review

Editorial Comment

What has been Done to Secure Cosmetic Excise Tax Reductions

The entire industry was gratified to read in the newspapers that the House Ways and Means committee late in April voted to reduce the excise tax on retail cosmetics to ten per cent and to eliminate the tax on baby oil and on cosmetics used professionally in beauty and barber shops. It must be borne in mind that these announcements are tentative; there is nothing sure about any of this at this time. It is all prospective action by the Committee. It must still be thought out on the floor of the House and the Senate—after the Senate Finance Committee and the House Ways and Means Committee have finally ironed out the bill for presentation to the Congress. Even after it passes the Congress the whole thing may be vetoed by the President. The final result is still problematical.

The problem of excise tax reduction is tied up with the overall revenue picture. In view of the world economic and political situation it is doubtful if any reduction in total revenues can be countenanced at this time. So far the proposed excise tax cuts—which are selective rather than across the board, to relieve industries which were suffering the most hardships—would cut revenues by about a billion dollars. The Committee is faced with the problem of replacing that revenue either by plugging loopholes in present taxes of one kind or another or by the imposition of new taxes. Any proposed new taxes will be strenuously opposed; so the path ahead is still thorny and uncertain.

In the opinion of leaders of the industry it is felt that the tentative cosmetic excise tax reductions indicated above are likely to be enacted into law.

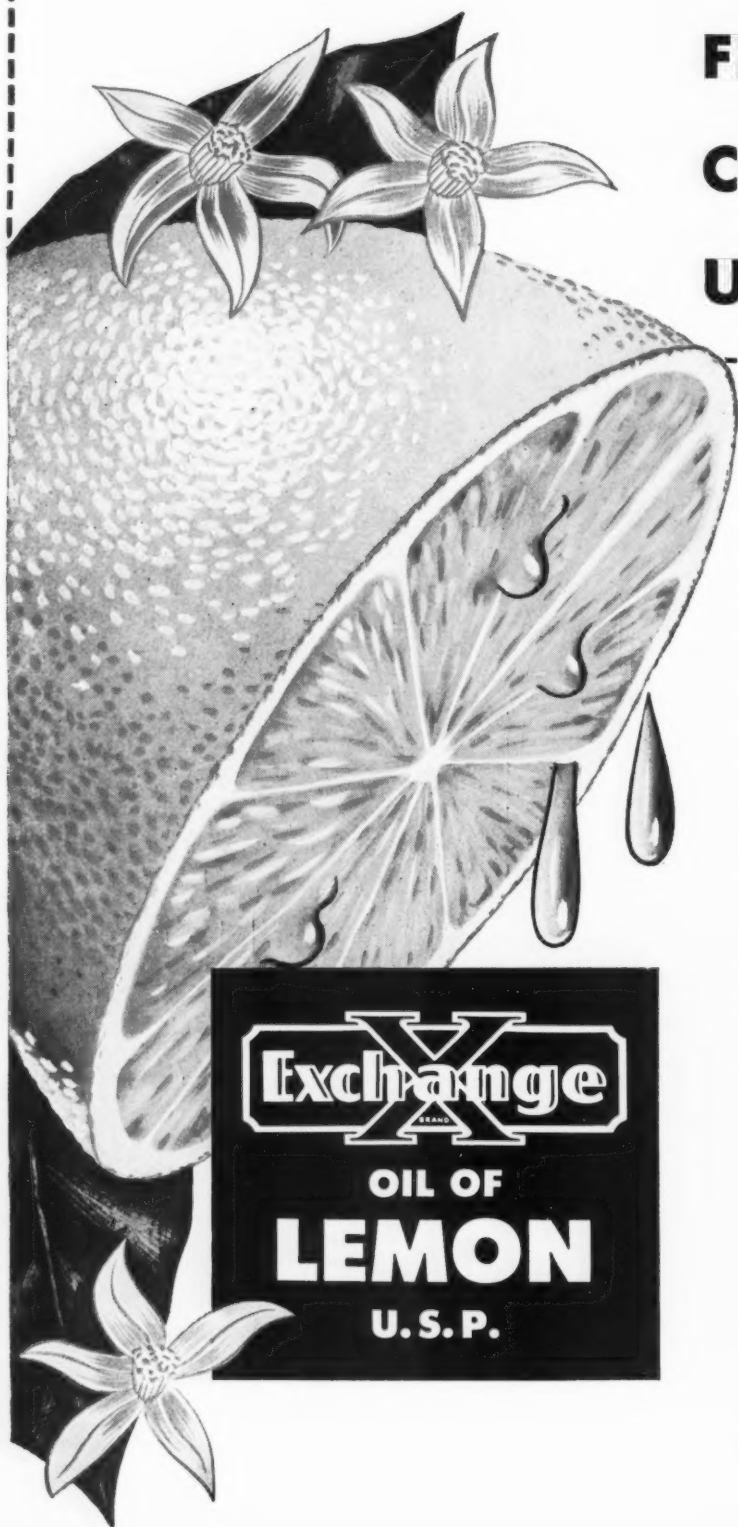
T. G. A. Celebrating Its Fifteenth Birthday

Congratulations are in order to the officers of the Toilet Goods Association on its fifteenth anniversary. It has done good work and its service in the coming years is likely to be even more useful to the industry.

May, 1950 347

8 out of 10 say it's best for

FLAVOR
CLARITY
UNIFORMITY



Yes, more than 80% of all the lemon oil used in the United States is Exchange Lemon Oil!

This overwhelming endorsement by the trade is your guarantee that Exchange Lemon Oil delivers *quality*... quality in the form of superior *flavor* and unmatched *clarity* and *uniformity*.

Always specify it by the brand name when you order—Exchange Oil of Lemon. For complete satisfaction, accept no other brand.



Distributed in the United States exclusively by

DODGE & OLCOTT, INC.
180 Varick Street, New York 14, N. Y.

FRITZSCHE BROTHERS, INC.
76 Ninth Avenue, New York 11, N. Y.

Distributors for:
CALIFORNIA FRUIT GROWERS EXCHANGE
Products Department, Ontario, Calif.

Producing Plant:
Exchange Lemon Products Co., Corona, Calif.

*Why we have
experts...*



THERE was once a man called Roberto who made chairs. Roberto was a good workman and turned out one completed chair each day. But one day he had an order for two so he hired a helper. At the end of a hard day's work he found that he could build three chairs instead of two. If he made just the legs and rungs (he made them especially well) and the assistant did the rest, he could turn out four! Roberto had discovered the principle of specialization!

American soap and cosmetic industries long ago discovered the principle, too. And at Synfleur you find a group of Robertos, each doing the job he knows best, each a specialist. That's why Synfleur gives you the very best in soapmakers' and perfumers' materials. You can rely on Synfleur for specialized skills and services you need, too.

Why not consult us on your next chemical problem?

Synfleur Scientific Laboratories, Inc. Monticello, N.Y.
REG. U.S. PAT. OFF.

FOUNDED 1889 BY ALOIS VON ISAKOVICS

ATLANTA • DETROIT • HAVANA • RIO DE JANEIRO • MEXICO, D.F.
CHICAGO • MELBOURNE • BURMA • HONG KONG • BOGOTA • SAN JOSE
CIUDAD TRUJILLO • GUAYAQUIL • GUATEMALA CITY • CALCUTTA • WELLINGTON
MANAGUA • PANAMA • ASUNCION • MANILA • SAN SALVADOR • MONTEVIDEO



ROWAG

SPECIALLY
DEODORIZED
TRIPLE A
ANHYDROUS
LANOLIN
U.S.P.

THE FINEST COSMETIC QUALITY LANOLIN AVAILABLE

Vacuum deodorized—crystal clear—exceptionally light in color—smooth, glossy texture—and surpasses USP requirements for purity.

For remarkably stable, lustrous and emollient creams and lotions—free from surface yellowing and “after-effect” fatty odor—can be scented with a minimum of delicate perfume.

Write for samples of this “cream of lanolins.”

ROWAG

ROBINSON WAGNER CO., INC.

Leaders in Lanolin Research and Development

110 EAST 42nd STREET

• NEW YORK 17, N. Y.

AROMATIC
CHEMICALS

*Olfactory
dependability*

POLAK & SCHWARZ



667, Washington Street
NEW YORK 14, (N.Y.)

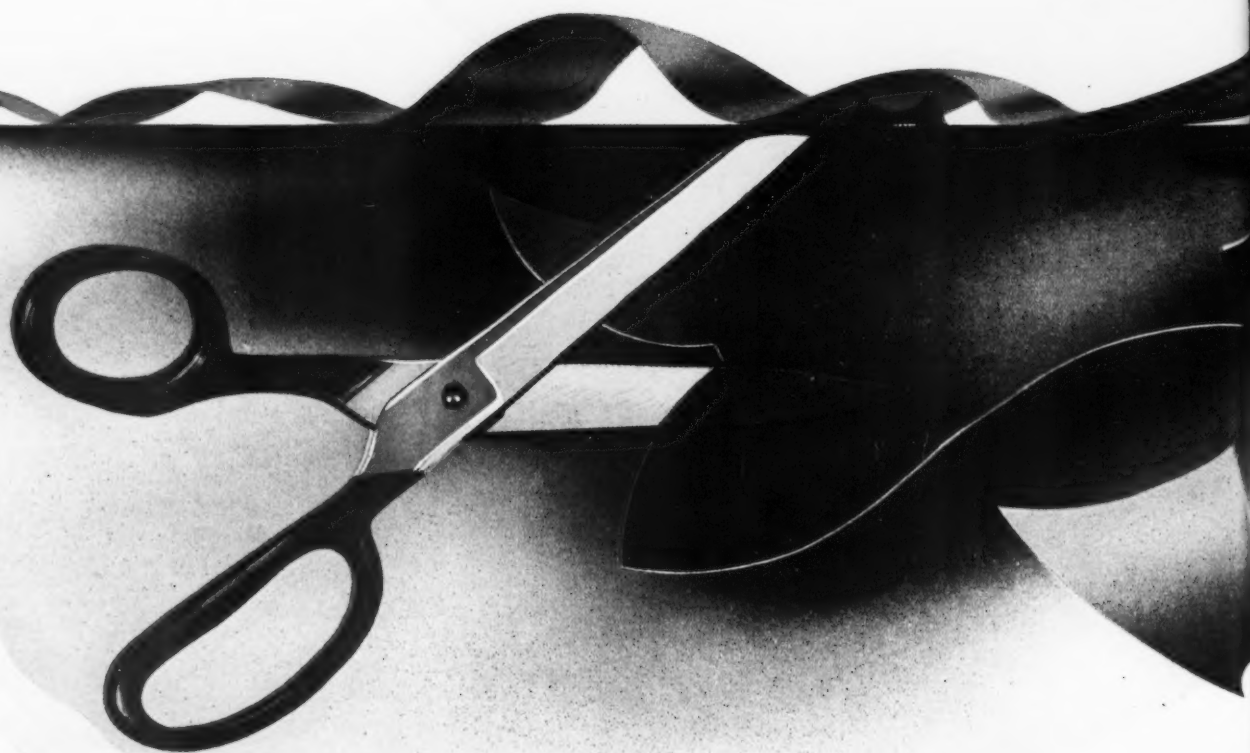
PERFUMERY SPECIALTIES · ESSENTIAL OILS · AROMATIC CHEMICALS

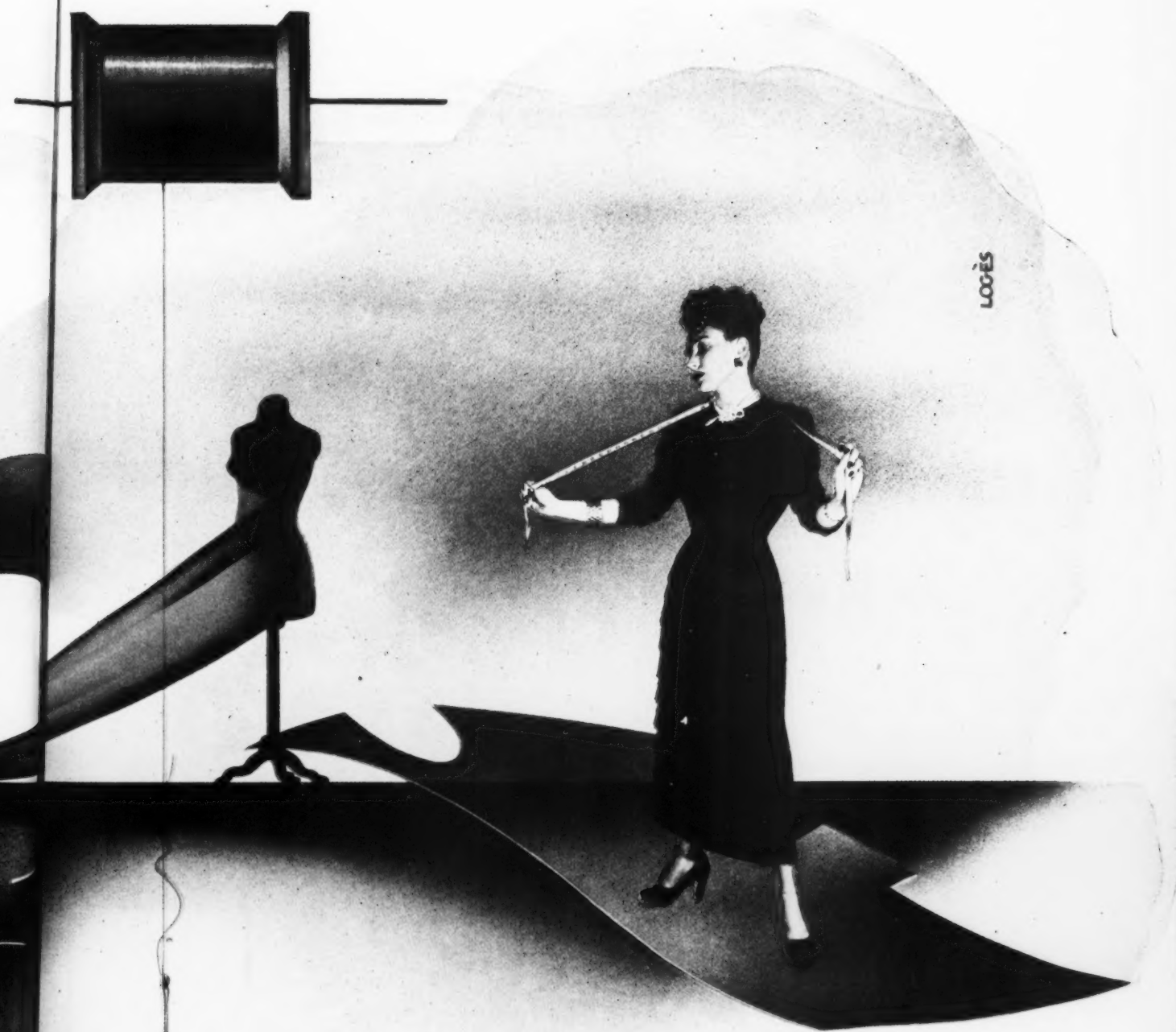
Plan **WISELY**

Right at the start of planning, consider carefully your selection of the perfume that is destined to carry your new product to success.

Perfume is persuasive . . . Plan it wisely!

Consult the skill and experience of van Ameringen-Haebler's perfume chemists.



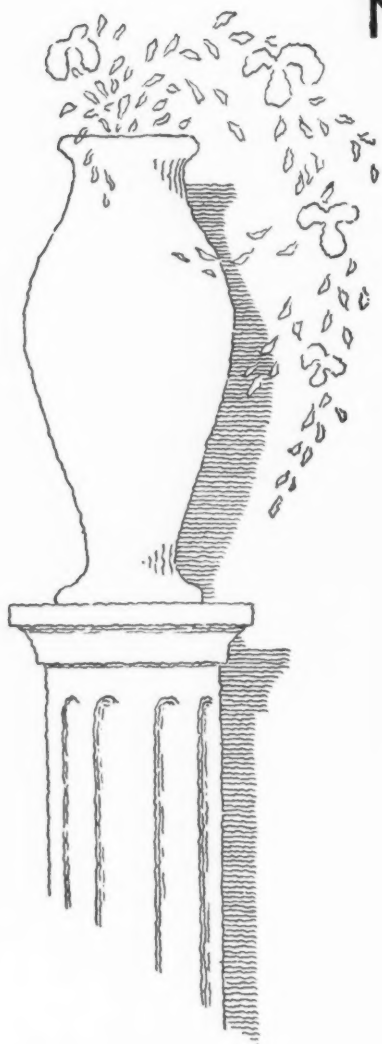


VAN A MERINGEN-HAEBLER, INC.

manufacturers and creators of the finest perfume materials

521 WEST 57 STREET, NEW YORK 19, N. Y.

TOMBAREL PRODUCTS CORPORATION



Natural and Aromatic
Materials

for
PERFUMES
SOAPS
COSMETICS

Sole Distributors
for TOMBAREL FRERES, GRASSE

Absolute Supreme Flower Essence

Surfine Essential Oils

Resinoids

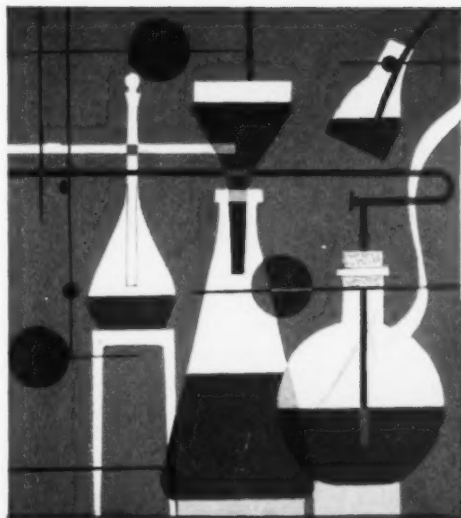
Tombarel

PRODUCTS CORPORATION

12 East 22nd Street

•

New York 10



Today's Research...

STABLE — Free from odors caused by impurities, Verona chemicals carry through the life of *your* products without undesirable change in character.

ODOR NOTES In Verona aromatics—by prolonging the *scent* life of your products—work to your advantage at the point of sale. They please the prospective customer and add sales appeal to the soap, cream, powder, perfume or toilet water that contains them.

CYCLAMAL
ROSANOL
IONONES
FLORANOL
JASMINOL
AMUSKAL
RESEDALIA
ALPHA AMYL
CINNAMIC ALDEHYDE

REMEMBER...
The Scent
Sells
The Product



Tomorrow's Success!



AROMATICS DIVISION

VERONA CHEMICAL COMPANY

26 VERONA AVENUE, NEWARK 4, NEW JERSEY

Emulsifiers

for

Soapless, Neutral and Acid Emulsions

Tegacid . . . Glyceryl Monostearate — Acid Emulsifying. For greaseless, medicated formulations, anti-perspirant creams and ointments.

Tegin Glyceryl Monostearate — Self Emulsifying. For neutral greaseless creams, lotions, ointments, suntan creams.

Tegin P . . . Propylene Glycol Monostearate — Self Emulsifying. For greaseless creams, lotions, ointments, brushless shave creams, cosmetic stockings, suntan creams, lotions.

Tegin 515 . Glyceryl Monostearate — Non-Self Emulsifying. Used in conjunction with other auxiliary emulsifiers.

LANOLIN ABSORPTION BASES

PROTEGIN X—For Nite Creams and Ointments.

ISO-LAN—For Creams, Lotions and Ointments.

PRESERVATIVES

Esters of Parahydroxybenzoic Acid

TEGOSEPT M TEGOSEPT E TEGOSEPT P BUTYL TEGOSEPT BENZYL TEGOSEPT

ANTIOXIDANTS

PROPYL GALLATE

ETHYL GALLATE

Inhibit Rancidity, Preserve Flavor in Edible Fats

Complete Technical Data on Request

G O L D S C H M I D T
C H E M I C A L C O R P O R A T I O N

153 Waverly Place, New York 14, N. Y.

SERVING INDUSTRY FOR A QUARTER CENTURY

SALES REPRESENTATIVES

BOSTON • CHICAGO • LOS ANGELES • ST. LOUIS • MONTREAL • TORONTO



You mean to tell me **SORBITOL WON'T PREVENT THIS CRUST?**

Of course it won't—if it is an O W soap-type cream. Leave any such cream uncovered too long—say 24 to 48 hours—and it will form a crust no matter what humectant is used.

Here's the important point to remember! Sorbitol *retards* this crust formation, even on O W soap-type creams, more effectively than any other commercial conditioner or humectant. The reason is simple: Research studies prove—and you can prove this in your own laboratory, that:

Sorbitol-based creams lose weight (moisture) more slowly if left uncovered than creams made with any other commercial humectant.

Send for sample and further information today. Test for yourself sorbitol's slower rate of moisture gain or loss . . . its smooth, dry effect on the skin . . . the way it provides smoother adhesion for make-up.

P.S. If you want to prevent crust formation, make your creams with Atlas non-ionic emulsifiers instead of soap! And *always* use sorbitol to retard moisture loss.



INDUSTRIAL CHEMICALS DEPARTMENT

ATLAS POWDER COMPANY, WILMINGTON, DELAWARE • OFFICES IN PRINCIPAL CITIES • CABLE ADDRESS • ATPWCO

& Essential Oil Review

May, 1950 357

For creating the
UNUSUAL NOTE in
perfumes and flavors



PENICK Offers . . .

CALAMUS OIL

CHAMOMILE OIL

CASCARILLA OIL

COSTUS OIL

CANADA SNAKEROOT OIL

Adequate stocks available from our own distillation

Important also are these aromatic chemicals produced in our plant:

PHENYL ETHYL ALCOHOL

EUGENOL

PHENYL ETHYL ACETATE

LINALOOL

ALDEHYDES C-8 to C-22

LINALYL ACETATE

CARVONE

RHODINOL

And many essential oils of our own distillation

CLOVE OIL U.S.P.

CARAWAY OIL N.F.

GINGER OIL

FENNEL OIL U.S.P.

CUMIN OIL and others.

S. B. PENICK

50 CHURCH STREET, NEW YORK 7, N. Y.
Telephone, COrlandt 7-1970



& COMPANY

735 WEST DIVISION STREET, CHICAGO 10, ILL.
Telephone, MOHawk 5651

Distillers of Rare and Quality Essential Oils—Manufacturers of Aromatic Chemicals.

spring sales strategy
begins with
Dreyer essences for
BATH SALTS,
POWDERS
AND LIQUIDS



Spring's perennial favorites are ready
for you...or if you desire, essences may be
blended to your special requirements.
The Dreyer Perfume Stylist awaits the opportunity of
serving you...with the fragrances preferred by the
fashion-wise...priced for today's toiletry needs.

PINE, GARDENIA, APPLE BLOSSOM AND OTHERS

P.R. Dreyer inc

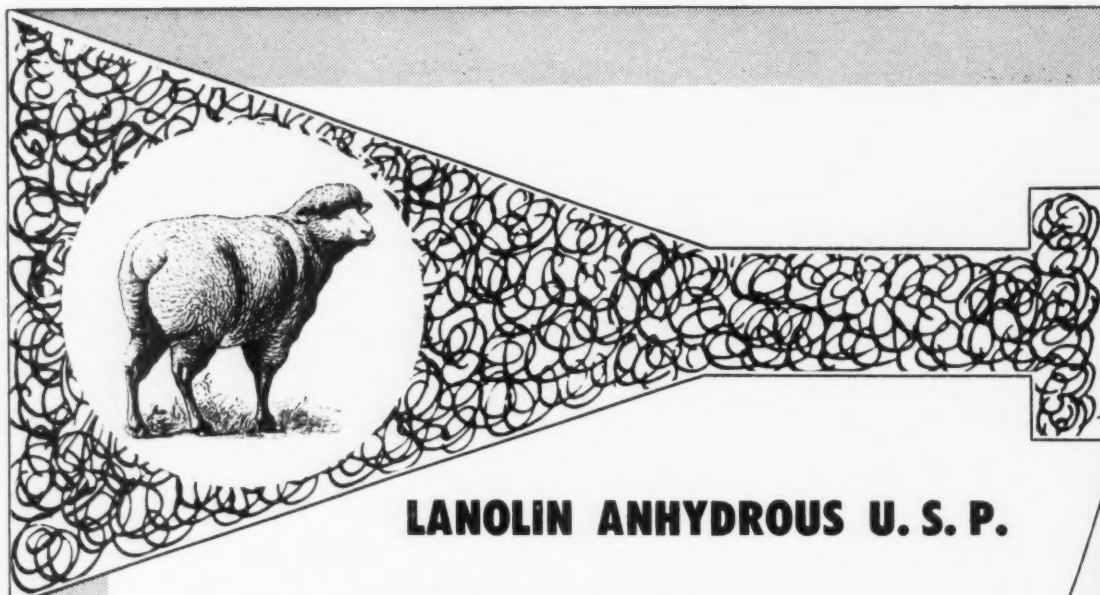
119 WEST 19th STREET • NEW YORK

P. R. Dreyer Co., Inc.
119 West 19th Street, New York, N. Y.

Gentlemen:

- ☐ Please send us Catalog "B".
☐ We are interested in

Name _____
Company _____
Street _____
City _____ Zone _____ State _____



LANOLIN ANHYDROUS U. S. P.

Pale Deodorized Grade

- a) Lightest color—ASTM colorimeter 1½-2
- b) Least odor
- c) Water absorption—500-600%—U. S. P. calls for 250%

Cosmetic Grade

- a) Next lightest color—ASTM colorimeter 2-2½
- b) Limited odor
- c) Water absorption—250%

ALCOHOLIA LANAE B. P. (wool wax)

A natural emulsifying agent.

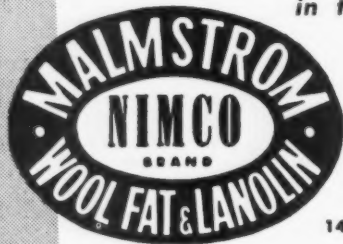
Sole U. S. selling agent for only producer of Alcoholia.
Lanae B.P. in the world.

CHOLESTEROL ABSORPTION BASES

Bases specialized for every cosmetic formulation.

- | | |
|----------------------|------------------------|
| a) Creams | d) Shaving creams |
| b) Lotions | e) Suntan preparations |
| c) Hair preparations | f) Lipsticks |

*Our Formulation Laboratory is available to assist you
in the application of your products upon request.*



N. I. MALMSTROM & CO.

America's Largest Processor of Wool Fat and Lanolin

147 Lombardy St., Brooklyn 22, N. Y. 612 N. Michigan Ave., Chicago 11, Ill.



1

NEW FLORAL SPECIALTY FAITHFULLY RENDERS
ONE OF PERFUME'S MOST APPEALING NOTES . . .

Jasolea

*N*OW you can weave the spell of
jasmine into the pattern of your product's fragrance as
low. And yet, you have only to make a few simple res
JASOLEA "50" to convince yourself that here is a sym
natural absolute that truly reflects the full, fragrant be
colored, with normal viscosity, JASOLEA "50" is so
essential oils, fixed oils and aromatic chemicals. Its s
is exceptionally good, thus permitting its use in col
waters. Specific gravity is 0.994 at 15°C., boiling ra
It is very stable, with good fidelity over its entire ev
To fully appreciate JASOLEA "50" you must exam
so, why not write us for a sample today?

V
O
L
55

5

XUM

FRITZ Established 18
ers, Inc.

PORT AUTHORITY BUILDING 11 AVENUE, NEW YORK 11, N.

BRANCH OFFICES and *STOCKS: *Albany, New York, Boston, Massachusetts, *Chicago, Illinois, Cin*
Ohio, Cleveland, Ohio, Dallas, Texas, De **Los Angeles, California, Philadelphia, Pennsylv*
*San Francisco, California. *St. Louis, Mo* *Canada and *Mexico, D. F. FACTORY: Clifton, N*

SPECIALTY FAITHFULLY RENDERS
THE MOST APPEALING NOTES . . .

Jasolea "50"

*N*OW you can weave the spell of exquisite jasmine into the pattern of your product's fragrance at a cost surprisingly low. And yet, you have only to make a few simple tests with JASOLEA "50" to convince yourself that here is a synthetic rendering of the natural absolute that truly reflects the full, fragrant beauty of the flower. Amber colored, with normal viscosity, JASOLEA "50" is soluble in all proportions in essential oils, fixed oils and aromatic chemicals. Its solubility in alcohol is exceptionally good, thus permitting its use in colognes and toilet waters. Specific gravity is 0.994 at 15°C., boiling range 205° to 280°C. It is very stable, with good fidelity over its entire evaporation range. To fully appreciate JASOLEA "50" you must examine it . . . so, why not write us for a sample today?

FRITZSCHE Established 1871
Brothers, Inc.

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES and STOCKS: Atlanta, Georgia, Boston, Massachusetts, *Chicago, Illinois, Cincinnati, Ohio, Cleveland, Ohio, Dallas, Texas, Detroit, Michigan, *Los Angeles, California, Philadelphia, Pennsylvania, San Francisco, California, *St. Louis, Missouri, *Toronto, Canada and *Mexico, D. F. FACTORY: Clifton, N. J.

NEW
Y

mers have used our
ling as part for part
natural—and much
gain has been two-
costs substantially
rength or quality of
roud of our Jasolea
And we are equally
addition to this old
ls. JASOLEA "50"
ormulation that em-
stituents developed
gly recommend your
with this new and

PLEASE UNFOLD THE PAGE

GGESTS...

an last month, our
pages of "per" selec-
these are favorites of
est customers. They
ositions for which he
rief descriptions on
to examine any one
you the samples de-

*Pages from
Our Perfumer's
Notebook*

LABDANUM "C"

For Use In: Extracts, pow-
ders, creams and cosmetics
in general.

Odor Type: Typical deep,
balsamic labdanum in highest
concentration.

Remarks: Good, strong lab-
danum note with a high solu-
bility factor...Very lasting.
...Economical!

COLOGNE #10361

For Use In: Toilet waters
and colognes.

Odor Type: French type
bouquet with characteristic
citrus top note.

Remarks: Concentration of
4 ounces per gallon of 75%
alcohol makes very inter-
esting preparation...Beauti-
ful odor — refreshing...

SOAP ODOR #19782

For Use In: Toilet soaps.

Odor Type: Warm, somewhat
spicy and of pleasing
tonality, — an odor sug-
gestive of freshness and
cleanliness.

Remarks: New, popular
effect. Gives excellent
results at the rate of 1%
in milled soaps.

Specify compound number
when writing for samples
and other details. Please
address us on your letterhead.

FRITZSCHE

Established



1871

Brothers, Inc.

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES and *STOCKS: Atlanta, Georgia, Boston, Massachusetts, *Chicago, Illinois, Cincinnati,
Ohio, Cleveland, Ohio, Dallas, Texas, Detroit, Michigan, *Los Angeles, California, Philadelphia, Pennsylvania,
San Francisco, California, *St. Louis, Missouri, *Toronto, Canada and *Mexico, D. F. FACTORY: Clifton, N. J.

BROTHERS, Inc.

INTRODUCING A NEW JASMINE SPECIALTY

FOR years, discriminating perfumers have used our Jasolea specialties in their compounding as part for part replacements for various grades of natural—and much costlier—jasmine absolutes. Their gain has been two-fold: They have reduced formula costs substantially without corresponding sacrifice of strength or quality of the odor involved. We are justly proud of our Jasolea series' reputation for fine odor value. And we are equally proud of JASOLEA "50", newest addition to this old established group of replacement oils. JASOLEA "50" owes its fidelity of fragrance to a formulation that embodies certain newly-available constituents developed during and since the war. We strongly recommend your observation and experimentation with this new and most interesting replacement oil.

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ PLEASE UNFOLD THE PAGE

OUR PERFUMER SUGGESTS . . .

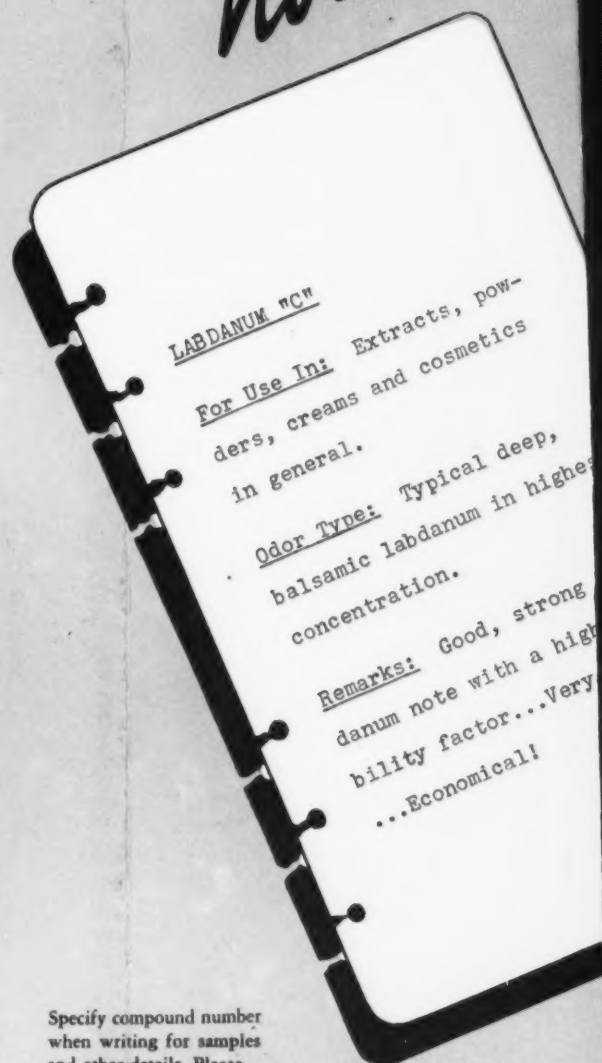
CONTINUING the series begun last month, our chief perfumer gives us three more pages of "pet" selections from his "little black book." These are favorites of his as they are of many of our choosiest customers. They work out beautifully in those compositions for which he recommends them. Read the three brief descriptions on the next page, and then, if you'd like to examine any one or all of them, a request will bring you the samples desired . . . post haste.

PLEASE TURN THE PAGE ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

FRITZSCHE BROTHERS, Inc.



*Pages from
Our Perfumer
Notebook*



Specify compound number when writing for samples and other details. Please address us on your letterhead.

FRITZSCHE Established 
Brothers, Inc.

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 1

BRANCH OFFICES and *STOCKS: Atlanta, Georgia, Boston, Massachusetts, *Chicago, Illinois, Ohio, Cleveland, Ohio, Dallas, Texas, Detroit, Michigan, *Los Angeles, California, Philadelphia, Pennsylvania, San Francisco, California, *St. Louis, Missouri, *Toronto, Canada and *Mexico, D. F. FACTORY: C

Over fifty years have passed since the first synthetic jasmine, created by Schimmel, appeared on the market. Continuing our leadership in this field today we offer several synthetic jasmine specialties.

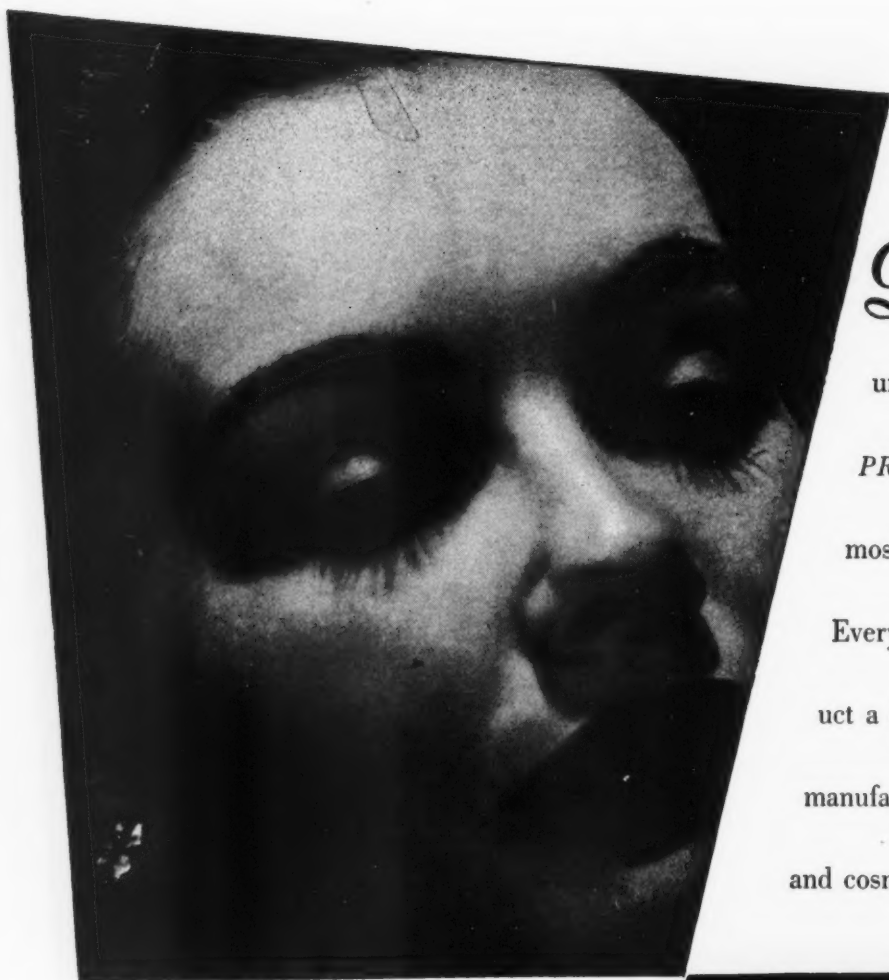
Osmodor Jasmona This basic jasmine of great strength gives a very natural effect. Can be used with jasmine or other floral or fancy bouquets to add distinction to your composition.

Jasmine "Sch. & Co." 1000 A true reproduction of the absolute, redolent as the fresh flower. Can be used with the natural product or to replace it on a pound for pound basis.

We welcome the opportunity to have you judge our jasmines. Write us on your firm's letterhead for samples.



schimmel & co., inc.
601 west 26th street
new york 1, new york



*Q*UALITY based on

unceasing research . . .

PRODUCTION under the

most exacting control . . .

Every *SYNTOMATIC* Prod-

uct a distinctive asset in the

manufacture of your perfumes

and cosmetic preparations.



A R O M A T I C S

E S S E N T I A L O I L S

P E R F U M E R S M A T E R I A L S

S Y N T O M A T I C C O R P O R A T I O N

114 EAST 32nd STREET • NEW YORK 16, N. Y. • MURRAY HILL 3-7618

A STOCK PLASTIC CAP FOR
Glamorous Packaging



"CLOVER LEAF" stock design -- in the most popular cosmetic sizes, and in any color.



STANDARD CAP

AND MOLDING COMPANY, INC.

PLASTIC CLOSURES

307 S. EATON STREET • BALTIMORE 24, MD.

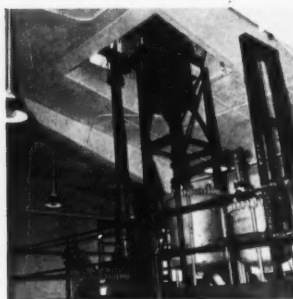
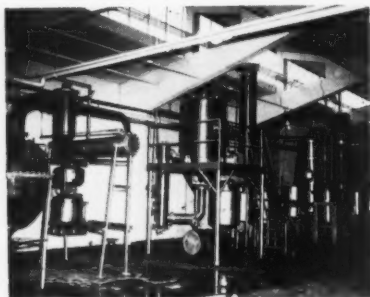
OFFICES IN ALL PRINCIPAL CITIES • LATIN-AMERICAN REPRESENTATIVE: ROBERTO ORTIZ, HAVANA

You—

*are cordially invited to visit our new plant where
your flavoring and essential aromatics are made:*



"Our Research Laboratory Is At Your Service"



4001 GOODWIN AVENUE, LOS ANGELES, CALIFORNIA



Dr. ALEXANDER KATZ & Co. Division of

F. RITTER & CO.

Los Angeles 39 Seattle 4 New Orleans 13 Dallas 1
San Francisco 3 Pittsburgh 22
Salt Lake City Vancouver, B. C. Mexico, D. F.

Our catalog contains valuable information for you . . . ask for free copy.

Desiderata

by MAISON G. DENAVARRE

Inexpensive Immersion Heater

Several laboratory supply houses are offering a low cost immersion heater. This unit has a clamp, useful in attaching it to the sides of a beaker or small tank. Heating elements range from five inches to forty-eight inches in length, and the price ranges from about \$11 to \$33. It operates on a 110 volt AC line at 1000 watts.

These heaters are particularly useful for maintaining the temperature of small batches during manufacture, blending and filling. They are easily washed and seem to be quite sturdy. They are amazingly fast in heating up but nevertheless are protected with a safety cut-out to prevent overheating or burning out.

Ammoniated Dentifrices

At the recent meeting of the Society of Cosmetic Chemists, addresses given by R. G. Kesel, C. J. Henschel and Moderator, T. J. Hill of the American Dental Assn. were quite illuminating. Anyone following the ammonium ion in dentifrices recognizes the first two names as the proponents of the high urea and low urea formulas respectively. Each speaker gave a very impressive lecture supporting his views.

However, Dr. Hill confirmed what this department has believed right along, namely that there is insufficient clinical evidence to support the claims made for the ammoniated dentifrices. While it is established that ammonium phosphate in sufficient concentrations inhibits the group of lactobacilli, it has been shown that equal molecular concentrations of the sodium ion is just as effective. The potassium ion also has some value.

There appears to be some question regarding the desirability of change in bacterial flora of the mouth as well as the effect of con-

tinued use of ammonium phosphate and urea on (a.) the secretion of enzymes in the saliva and (b.) the oral gingiva. Both questions asked of the proponents by the writer, elicited a vague reply, indicating that apparently no controlled experiments have been conducted along these lines. Both of the proponents are doing considerable more clinical work and until the results of these tests are available, one must consider the use of urea and the ammoniated ion in dentifrices for the control of dental caries as experimental.

In this line, a Chicago organization has developed an ammoniated tooth paste made without glycerin. The development resulted from the manufacture of several specialties recently made available. The ammonium ion is buffered to be stable in the tube but to be liberated in the mouth. A hydrocarbon emulsion appears to be the excipient and stabilizer together with di- and tri-calcium phosphates. The paste has been tested by the method of the University of Illinois Foundation and is found to be very acceptable. The tooth paste costs about 21 cents per pound without flavor. The formula is available from the supplier of the hydrocarbon emulsion stabilizer and excipient.

Money for Research

The problem of allocating funds for cosmetic research has not reached the serious discussion stage present in the chemical industry because there is considerably less research done by the cosmetic industry. Those conversant with the subject know that the amount spent by the chemical industry varies substantially, but in general runs from two to three per cent of the gross. Some companies consider these figures high and in the light of recent "competitive conditions"



M. G. DeNavarre at work in his laboratory

have tended to revise their budgets for research, Fred Olsen, speaking before the American Chemical Assn., suggested three variations of the flat percentage method. The money to be allocated for research is obtained from (1.) Savings on processes; (2.) Three percent of net sales on *New* products, for three years; (3.) Three percent of net sales of improved products for one year.

The research department is to make quarterly reports to weed out parts of the research program that are not productive.

These suggestions are particularly applicable to the cosmetic industry because so much of the research is aimed at improvement of products or processing. If the industry were allowed to spend the amount of money indicated by these savings, then it would total into a substantial figure.

Highlighting these thoughts was the recent announcement by R. E. Reed that the Toni Co. will spend \$500,000 in 1950 on pure and applied cosmetic research.

Congrats

Belated as this is, it is a public congratulation to the Combined Pharmaceutical Contact Committee of the American Drug Mfrs.' Assn. and the American Pharmaceutical Mfrs.' Assn. The committee work with governmental agencies has helped everyone, including the government. It has resulted in a better understanding of the industry's problems by the government and an appreciation of regulatory officials' problems in protecting public health. Singled out of the group who have done so

SPECIFY SHEFFIELD....

To cut your
distribution costs



You save freight, conserve warehouse space, reduce handling time—by packaging your products in tubes made by Sheffield. *Sheffield Process* tubes are light, compact, easy-to-handle . . . all qualities that cut your distribution costs right down the line!

Consider, also, that Sheffield alone offers you all these three services:

1. Supply of matching tube cartons as well as tubes.
2. Filling of your bulk products in tubes, tins, or jars.
3. Shipment of your product to market.

. . .

For higher net profits resulting from fast complete service and tubes of uniform high quality, try Sheffield next time you order. Write us for Tube Catalog. Or send us samples of your product that we may find exactly the right tube for it. No obligation, of course.

All types of tin, tin-coated, aluminum, lead, and Sheffalloy tubes.

Also one-shot tubes for single use applications.

THE SHEFFIELD TUBE CORPORATION

HOME OFFICES • NEW LONDON, CONN.

W. K. SHEFFIELD, V. P. CHICAGO 16, ILLINOIS T. C. SHEFFIELD
NEW YORK 18, N. Y., 500 FIFTH AVENUE 3132 CANAL STREET LOS ANGELES 38, CAL., 7024 MELROSE AVE.
EXPORT: 500 FIFTH AVE., N. Y. CABLE "DENTIFRICE", NEW YORK



much for the committee are Frank Taylor, Charles Vanderkleed and John Paul Snyder.

Not attempting to detract from the fine work of this committee but to use it as a suggestion to the cosmetic industry, this column suggests a similar committee composed of the Toilet Goods Assn. Scientific Section and the Society of Cosmetic Chemists to act jointly with the Food and Drug Administration and Federal Trade Commission.

Heating Fifty-Five Gallon Drums

A jacket has been devised for electrical heating of standard fifty-five gallon steel drums. It is made of two parts, hinged so that it can close around the drum. The unit is thermostatically controlled for temperatures between 100 and 400 F. It is composed of Fiber glass insulation and Chronel heating elements. It weighs about 100 pounds and is ideally suited for either warming up the contents of a drum or for maintaining the the temperature of drum contents.

Smell Highlights

Discussion before the Toilet Goods Association last December followed by the Society of Cosmetic Chemist's symposium on systems of odor classification, brought forth a record discussion and attendance at these meetings.

Doctor E. C. Crocker, contemporary proponent of a numerical sys-

tem of odor classification gave his case studiously and precisely. Edward Sagarin tore it apart with the same precision, pointing out that Crocker's system was no more exact than the laws of chance, based on studies recently reported in a scientific Journal.

Brought out in the discussion was the fact that there may be an error in articulation on the part of proponents of systems of odor classification.

In addition, one must realize that any attempt at rendering the art of the precise scientific methods is bound to have a stormy career. Only out of such discussions and work will a really effective system of odor classification result, if it is at all possible.

Dean Foster told the T.G.A. Scientific Section that there is a lot more "smell blindness"—anosmia—than believed previously. Tests with such anosmics must be properly planned.

Metal Dial Thermometers

There is a tendency among users of metal dial thermometers to handle them with great abandon. Few realize that the fine hair-like spring thermocouple that actuates the dial needle can be thrown off considerably, resulting in an erroneous temperature reading. The metal thermometer should be handled just as carefully as a glass one and, if it is, it will have a long life.

add alcohol. The suppliers of wicks and hand sprayers for this type of product is sent under separate cover. A hand cream can be made from the following formula: (a) stearic acid (triple pressed) 15.0 per cent isopropyl palmitate 2.0 per cent; (b) potassium hydroxide 1.0 per cent, propylene glycol or glycerin 18.3 per cent, water 63.7 per cent, preservative q.s.; (c) perfume q.s. Preparation: Heat (a) to 80°C. Heat (b) to 82°C. Add (b) to (a) slowly under continuous agitation. Continue agitation to 45°-50°C. Perfume and package. A hand lotion can be made from the following formula: stearic acid 25 lbs., white mineral oil 57 lbs., lanolin (anhydrous) 34 lbs., terpeneol 0.35 lbs., triethanolamine 9.5 lbs., propylene glycol 75 lbs., quince seed mucilage (2½ per cent preserved) 19 lbs., triethanolamine 9.5 lbs., propyration: (1) Melt the stearic acid in the mineral oil, add the lanolin and terpeneol, and bring the temperature of the solution to 70°C. (2) In a separate container, bring the solution of the triethanolamine and water to 70°C. (3) Add the hot oil mixture to the heated amine solution, stir vigorously until a good emulsion is formed. (4) Mix the perfume in the propylene glycol and stir this solution into the cream when it has cooled to about 50°C. The stirring should be fast enough to keep the cream well mixed but not to aerate it. (5) The stirring should be continued at slow speed until the emulsion has cooled to room temperature. If the cream is allowed to cool without stirring, it will thicken upon standing a few days. The oil content can be reduced substantially if desired.

809: SOAP REMOVER

Q. My barber has been using a soap and oil remover to complete shampoos. The best product for this purpose he has found is called Glamour Wholesale suppliers now report that the manufacturers have gone out of business and the product is no longer available. Can you supply us with either the formula for this product or the name of a reliable manufacturer? A.D.S., Canada

A. We do not know of the product you mention and unfortunately can tell you nothing about it unless you can send a small sample. If you can get a sample and will send it to us we will be pleased to look at it for you.

Questions and Answers

807: ROOM DEODORANT

Q. Would you please let us see a good formula for making a product similar to Air-Wick? E.W.C., New York

A. We do not know the composition of Air-Wick. However, if you will mix four fl. ounces or more of Formaldehyde solution with alcohol and water, perfume and color q.s. 1 gallon, you will get a good room deodorant.

808: HAND PREPARATIONS

Q. I would like formulae of the following, with the names and addresses of the suppliers of the in-

gredients used: Room deodorant—both spray and wick types; also both alcoholic and non-alcoholic type—hand cream and hand lotion. As well as the products themselves, I would also like the names and addresses of the suppliers of wicks, wire, and special caps, with wicks attached, for the wick type as well as atomizers of pressure type containers for the sprays. R.W.M., Oklahoma

A. A room deodorant with spray or wick type can be made by dissolving from four ounces and up of Formaldehyde solution, per gallon, suitably perfumed, and colored, to which you may or may not

The Flowers that Bloom in the Spring Tra, La ...



At any time of year you can find the *right* fragrance for your product in our laboratories.

If you have a troublesome perfuming problem why not consult with our chemists at Naugatuck Aromatics? These men have a wealth of experience in Basic Perfume Materials

and Aromatic Chemicals, and they will be glad to work with you.

They can show you how to mask or denature unpleasant odors of raw materials. They can show you how to add an acceptable fragrance—or neutral tone—to your finished product.

Write, or call us—now!

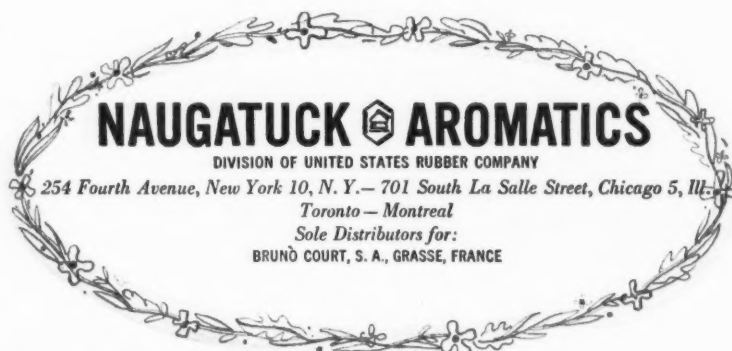
NAUGAROMES—For various industrial and commercial uses.

SOAPOLS—For bar, paste and liquid soaps.

SHAMPAROMES—For liquid, cream and paste shampoos.

MODERN BASES—For fine perfumes, colognes, toilet waters, toilet preparations, etc.

CREAMODORS—For all types of creams and lotions.



MANUFACTURERS OF AROMATIC CHEMICALS—IMPORTERS OF ESSENTIAL OILS

The Chemistry of Violet Perfumes

How violet compounds are produced from natural and synthetic products . . . Composition of synthetic violet materials . . . The uses of violet odors in perfumes

DR. S. GOTTFRIED, LILY BAXENDALE, B. Sc., AND DOROTHY LAMBERT

PERHAPS one of the most popular floral perfumes today is that of the violet, which, with its warm, sweet, delicate and original odor of the natural flowers, is being reproduced more and more with the use of synthetic materials to replace the violet of yesterday which had, perhaps, a softer, sweeter and more delicate odor, but which was less pungent and more fugitive than those produced today.

By mixing synthetics in well-balanced proportions, the natural odors of violets can be imitated almost identically, so much so that a layman in the art of perfumery would find it difficult to distinguish between the perfume of one of these successful compounds and the perfume of the natural flowers. However, the artificial odor will be found to be 5 to 10 times stronger and more lasting than the natural odor.

Methods of Extraction

The violet flower, *viola odorata*, grows almost everywhere in Europe and also in Siberia, China, Japan, and America. There are, of course, many varieties of violets, such as *viola odorata vulgaris*, *purpureo-plena*, *pallidoplana*, *alba*, *variegata*, *cornuta*, also Neapolitan violets, Parma violets, Devon violets, Victoria violets, Prince of Wales violets and many other varieties and crossed varieties. The color of the violet flower also varies from

white through blue to deep purple. However, the varieties chiefly cultivated for their perfume are the double purple and the double blue violets. The perfume essence can be extracted by several methods:—

1) By the hot maceration method, the fat being afterwards washed with alcohol.

2) The volatile solvent method, which is largely employed for the production of concrete essences and 'absolutes.' The products from this method are much more stable than the pomades, and can be kept indefinitely for dilution.

3) The petroleum ether method, used mainly for the extraction of essences from the Violet leaves. This essence is usually of a greenish color and is in a semi-liquid form.

The violet extraction industry is gradually decreasing, and is being replaced by an ever-growing synthetic industry due to the high cost of the natural violet essences and the low yields obtained.

Goris and Vischniac (Bulletin Roure Bertrand Fils, April, 1921), examined the oil of violet roots. Glucosides present in the roots decompose to give an essential oil closely resembling the essential oil of the flowers but containing a small quantity of a salicylic ester, probably methyl salicylate.

Thus, in this article we shall discuss mainly the



Dorothy Lambert



Dr. S. Gottfried



Lily Baxendale

chemical aspects and the synthetic products discovered by various research workers in the violet family, and also deal with the toning, fixing, and olfactive chemistry of this important odor group.

Natural Products

The rootstock (rhizoma) of iris, is first crushed and subjected to fermentation, and the starch present partially transformed into glucose when the fermented product is subjected to water vapour distillation, the following essences are obtained:—

Essential oil 'Concrete' of orris rich in myristic, oleic, palmitic acids, etc., which can be re-distilled, giving the liquid essential oil of orris, which has a high content of irone.

Essential oil of carrot seed (*Daucus Carota*), the odor of which is persistent, greenish, rose and violet-like, and harmonizes well with the essential oils of Orris and Ylang Ylang, and also with Methyl Ionone, Isoeugenol, Ethyl Pelargonate and many other essences and synthetics.

Essential oil of costus the perfume of which recalls the Iris with a gentle animalic and camphorated undertone resembling that of the root of Elecampane (*Inula Helenium*). In this essential oil one finds costus lactones $C_{15}H_{20}O_2$, dihydro costus lactones $C_{15}H_{22}O_2$, one hydrocarbon $C_{17}H_{28}$ (aplotaxene, 20 per cent of the oil), and two sesquiterpenes of the formula $C_{15}H_{24}$ and called costene alpha and costene beta (60 per cent of the oil). In spite of the fact that the roots of costus are abundant, the essence is little known to the perfumer. Y.-R. Naves (*Man. Chemist*, 1949, t.20, p. 318.) reviews the extraction, characteristics, constituents etc. of costus oil.

Other Violet Oils

Other products obtained by the treatment of the flowers and leaves of the violet itself with volatile solvents are:

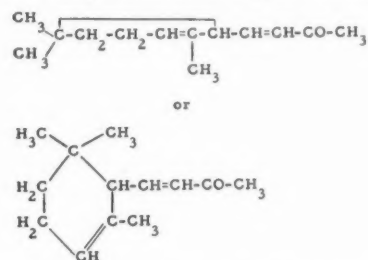
- 1) concrete and absolute of violet (with waxes).
- 2) de-waxed absolute liquid essence of violets pure. Due to the price factor, very little of either of the above two oils is produced.
- 3) The pomades of violet flowers (by maceration).
- 4) The washings of the pomades and primary, secondary and tertiary infusions of violets.
- 5) The extracts of pomades from violet flowers.

It is said that nonadienal is the compound which gives the typical odor of the violet leaves (A. Reclaire and R. Frank, *Perf. and Ess. Oil Record* 29, 1938, p. 214). Nonadienal is a linear aldehyde with two double bonds. The constitution of the non-aldehyde part of this essence has been studied by L. Ruzicka and H. Schinz (*Ibid*, 18, 1935, p. 381). They were able to isolate by vacuum distillation the following acid:— propionic, heptanoic, n-octanoic, octanoic ramified and palmitic. The phenolic fraction was found to contain a little salicylic acid (coming from an ester). From the alcoholic fraction, they were able to isolate one hexanol, one active heptanol, one active octanol, hexylic alcohol, l-ol- Δ^2 -octene ($CH_3(CH_2)_4CH=CH-CH_2OH$), benzylic alcohol, one tertiary octenol and l-ol- $\Delta^{2,6}$ nonadiene ($CH_3CH_2CH=CH-CH_2CH_2CH=CH-CH_2OH$), and an alcohol corresponding to nonadienol and possessing as the latter a characteristic odor. When in the presence of ethyl phthalate, the simultaneous pres-

ence of unsaturated alcohols and doubly unsaturated aldehydes is a question of pure chance, and this explains the typical and unique odor of the leaves of violets.

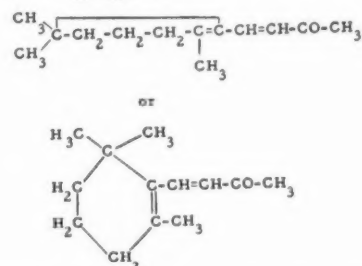
Artificial Products of a Violet Tone

Ionone alpha pure, $C_{13}H_{20}O$ was first discovered by Tiemann and Krüger and can be represented as follows:—



In the pure 100 per cent form this gives a strong nuance of the violet flower.

Ionone Beta $C_{13}H_{20}O$ or



This product is colorless, occasionally yellowish, and has a more honey-like and sustained odor than its isomer and is nearer the perfume of Parma violets. It is useful to sweeten and to accentuate fantasy violet compounds, but its note is not generally considered so fine as that of ionone alpha. The mixture of ionone alpha and ionone beta gives a note of violets in bloom.

It can be seen from the formula that the chemical structural difference between ionone alpha and beta is in the position of the single and double bonds. In the 2 position ionone alpha has the grouping $>\text{CH}-\text{CH}=\text{CH}-\text{CO}-\text{CH}_3$ whereas in the 2 position ionone beta has the grouping $\rightarrow\text{C}-\text{CH}=\text{CH}-\text{CO}-\text{CH}_3$.

There are, of course, the residual products from the heads and tails of the distillation which are used for soaps and are usually of an amber color with a light musty odor of citral or cedarwood oil.

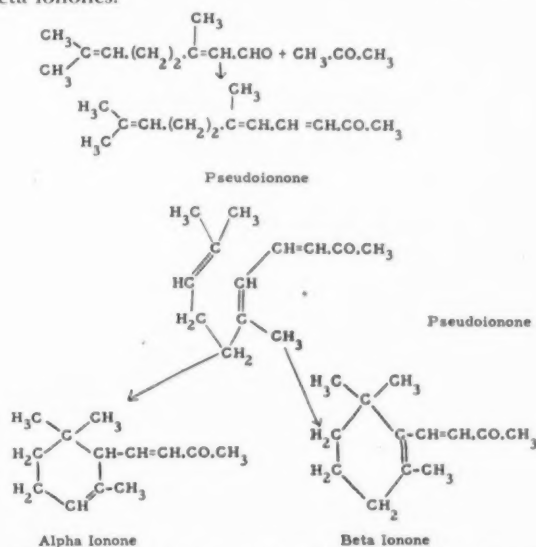
Lastly there are the colored residues which are rather viscous and have a high ionone complex odor and are very useful for perfuming soaps.

Although alpha ionone has not yet been detected in nature it has been shown (Sabetay. *Compt. rend.*, 1929, 189, 808) that boronione, present in the oil from the steam distillation of *Boronia megastigma* Nees, is identical with the beta ionone and it has also been shown that the cyclic structures in beta-carotene are beta ionone rings. It is known that ionone is found in certain types of seaweed (*trentepohlia*) which have a violet-like odor where the ionone results from an enzymatic process. If powdered *trentepohlia* is placed in contact with a carotene, an ionone odor results. It is also contended by H. Kroper (*Dtsch. Parf. Ztg.*, t. 22, 1936, p. 344) in an article on ionone as a natural violet odor,

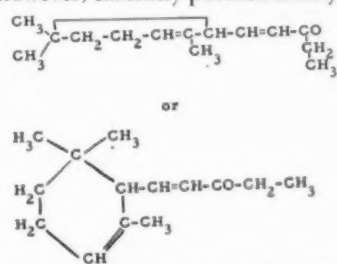
that the lixiviums (washings) of the saponification of Lagos palm oil give a violet odor.

The relation between constitution and odor in the Ionones has been studied by Mehrling and Welde (Annalen, 366, 19 (1909)) who state that "The aldehydes of cyclo-geraniol or Δ^0 1, 3, 3 trimethyl cyclohexene form with acetone bodies having a violet odor, so long as the aldehyde group is next to the methyl or the dimethyl group, or to both, and the intensity of the violet odor increases with the number of aldehyde groups in the neighborhood of the methyl group or groups. The odor of the acetone condensation product disappears when the aldehyde group is removed from the neighborhood of the methyl. Thus in the case of the Δ^1 , Δ^2 , Δ^3 and Δ^4 cyclo-citral, the acetone condensation products all have an odor of violets, being β -ionone, α -ionone, α -irone and β -irone respectively."

Tiemann and Krüger in an attempt to synthesise irone assumed that an isomeride of irone was obtained by condensing citral and acetone in the presence of barium hydroxide. Pseudoionone was formed and this was converted into an isomeric cyclic ketone when heated with dil. H_2SO_4 in glycerol solution. This cyclic ketone was then shown to be a mixture of alpha and beta ionones.



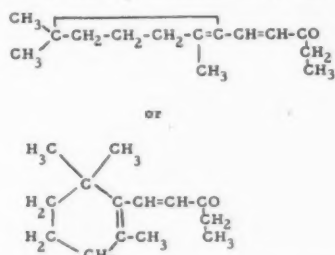
Methyl ionones or methylated ionones of a formula $C_{14}H_{22}O$ are even more complex than the ionones, as they give four isomers and it is found that many so-called methyl ionones are mixtures of these isomers. There are, however, carefully purified methyl ionones of



Methyl Ionone Alpha $C_{14}H_{22}O$ has a sweet floral odour somewhat between those of the Violet and the Iris florentina.

various specialty houses with a variety of interesting notes which are useful in violet compounds. Methyl-

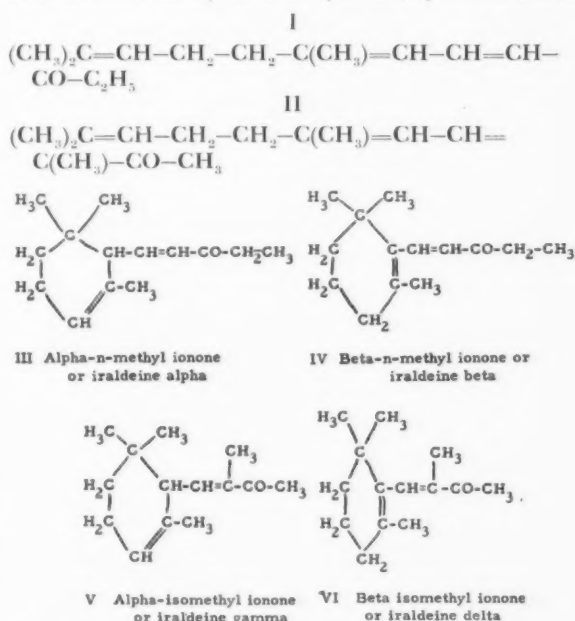
ionantheme of Dupont has fixed proportions of the four isomers, and thus is always identical. The odors of the methyl ionones vary from fine to violet of the Parma variety and at other times they are warmer or more heady and intermediary between orris and violet.



Methyl Ionone Beta $C_{14}H_{22}O$ is an isomer of Methyl Ionone alpha.

The colored methyl ionones for soaps are the head and tail fractions of the fractionalised distillation of the methyl ionones.

H. Koster (J. prakt. chem. t. 143, 1935, p. 249) has brought a new contribution to the work done on these ketones. It is well known that by the condensation of Citral and methylethyl ketone, a mixture of n-methyl-pseudoionone (I) and iso-methyl-pseudoionone (II) is formed (E. Cherbuliez and A. Hegar. Helv. Chim. Acta. t.15, 1932, p. 19). Through the cyclisation of I and II the four isomeric methyl ionones (III to VI) are obtained.

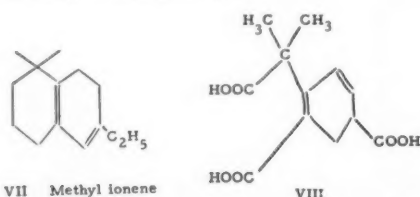


III and V (derivatives of alpha ionone), formed by the condensation of alpha cyclocitral with methylethyl ketone can also be obtained in large quantities by the cyclisation of methyl-pseudoionone in the presence of phosphoric acid.

The hypiodite reaction, boiling point and solubility in sulphite enable the chemical formulae of the four methyl ionones (III to VI) to be established. It is said that delta Iraldeine (VI) is the most interesting from a practical point of view (Rieschtöffend, t.10, 1935, p.159).

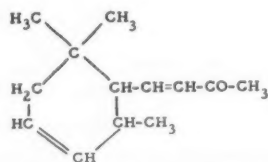
G. W. Pope and M. T. Bogert (J. Org. Chemistry, t.2, 1937, p.276.) reviewed the constitution of methyl

ionones and came to the conclusion that in alkaline media (I) was formed exclusively (III) alpha and (IV) beta were given by cyclisation. These authors also obtained methyl ionone (VII) or 1,1-dimethyl-6-ethyl tetralene, by dehydrating alpha methyl ionone with iodine. By the same process they prepared 1,1,6,7-tetramethyl tetralene which on dehydrogenation gave 2,3,5-trimethyl naphthalene and on oxidation gave alpha-(2,4-dicarboxyphenyl)-isobutyric acid (VIII).

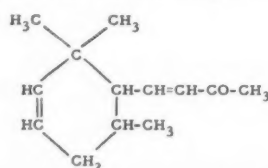


The methyl ionones establish a gentle gradation between the odors of the violet and iris florentina. However, for a product of the iris type, we have the irone pure, which is very powerful and sustained.

Alpha irone was discovered in 1893 by Tiemann and Krüger.



Beta irone $C_{13}H_{20}O$ was discovered by Mehrling and Welde in 1909, and has the following formula:—



It possessed the characteristic odor of the Irones.

In 1941 L. Ruzicka and W. Brugger (J. pr. Chem., 1941, 158, 125.) refuted this claim.

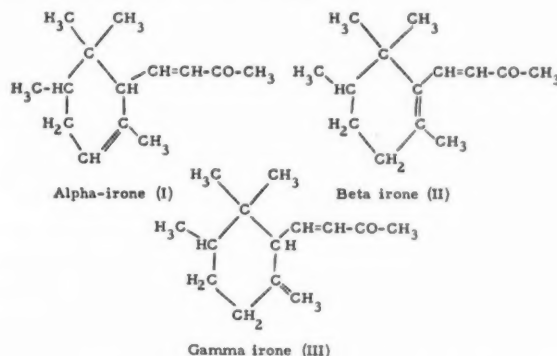
Beta Irone has an odor, which is generally considered not so fine as that of the alpha irone and the odor is more like that of the ionones.

The irones are obtained by the fractional distillation and the fractions collected which distill between 105° and 120° at 4mm. p. pressure.

The subject of the irones has been and still is one of recent research and polemic. On the one hand we have Professor Ruzicka and his co-workers and on the other hand we have Dr. Yves-Rene Naves and his co-workers. The recent amazing advances on the chemistry of Irone are still being discussed and contradicted in the technical literature and we therefore feel that these are better left alone.

However, it was suggested in 1933 (L. Ruzicka, C. F. Seidel, and H. Schinz, Helv. Chim. Acta, 1933, 16, 1147.) that irone contained 6-methylionones and Naves, Grampoloff and Bachmann (ibid., 1947, 30, 1599) prepared a mixture of 6-methylionones. These authors also pointed out that the very close similarity between tetrahydro-irone and the synthetic tetrahydro-6-methylionone suggested their identity. This work was closely followed by that of Ruzicka and his co-workers (Helv. Chim.

Acta., 1947, 30, 1807 and Helv. Chim. Acta., 1947, 30, 1810) and the structure of the carbon skeletons in tetrahydroirone and tetrahydro-6-methylionone has now been agreed. It has been stated by Ruzicka and his co-workers that natural irone is substantially gamma-irone (III) whereas Naves maintains that the natural irone is the alpha irone (I).



Y.-R. Naves (ibid., 1947, 30, 2221) claims priority over Ruzicka in the elucidation of the structure and synthesis of irone.

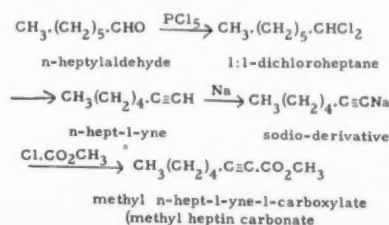
The statement of Ruzicka that natural irone is the gamma irone is based on extensive chemical evidence whereas the claim of Naves that the natural irone is the alpha irone is based on physical evidence and probably most chemists would prefer to accept the chemical evidence of Ruzicka. However, it must be noted that Naves was the first to show the incorrectness of the seven-membered ring formula for irone.

Y.-R. Naves in a recent article (Per. and Ess. Oil Record, 1949, 40, p. 197) expounds his views in detail on the structure and synthesis of irone.

Irone phthalate prepared by using 10 parts to 100 parts of redistilled irone with ethyl phthalate, can also be utilized, and this product helps to stabilize the irone, giving a more suave, sweeter and more flowery note.

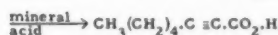
Methyl heptin carbonate $CH_3-CH_2-CH_2-CH_2-CH_2-C\equiv C-CO_2CH_3$, and even better, methyl octin carbonate $CH_3-CH_2-CH_2-CH_2-CH_2-CH_2-C\equiv C-CO_2CH_3$ can be used to reproduce the odor of violet leaves. It should be noted that the octin carbonate is less narcotic and has a more volatile yield and more sweetness. It can be used to replace the Heptin carbonate and also the other higher derivatives, such as methyl nonyl, decyl and undecyl carbonates, all of which give a very fine violet note but are more fugitive and more sharp and more scar than the Octin carbonate. These derivatives were discovered by Moureu and Delange (Compt. rend. 1901, 132, 988.) and were reviewed by Valli-Donan (Amer. Perf., 1923, 18, 133.)

Methyl heptin carbonate can be prepared according to the following reactions:—





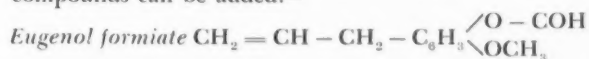
sodium n-hept-1-yne-1-carboxylate



n-hept-1-yne-1-carboxylic acid



To this series of synthetic violet odors, the following compounds can be added:—



Cuminaldehyde called Cuminal or Ispropyl-benzaldehyde or Cuminal $\text{C}_9\text{H}_7-\text{C}_6\text{H}_4-\text{CHO}$



which, in minute quantities matches pleasantly the odors of violet and orris and is an excellent fixative and a reinforcer of great value. It is prepared technically from cuminal oil although there are many synthetic methods for its preparation. Gattermann (Annalen, 1906, 347, 380.) prepared this aldehyde in good yield from cumene by the general Friedal-Craft method.

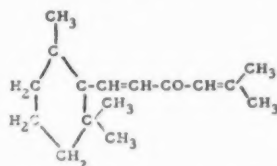
Its odoriferous intensity and the duration of perception of its odor are very strong.

Equally useful are:—

Phenyl ionone obtained by the reaction of Citral and acetophenone in the presence of sodium peroxide Na_2O_2 , has a strong ionone note, sharper than the ionones, and is very useful to roughen chypre notes. Phenyl ionone was first prepared by Otto Gerhardt and J. Degrazia.

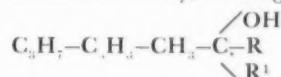
Dihydro-ionone of Tiemann or cyclocitonellydene acetone $\text{C}_{13}\text{H}_{22}\text{O}$ emanates a note of fresh violets.

Ianthone of Barbier, which was first prepared in 1898 through the condensation of Citral with mesityl oxide (2-methyl-one-4-pentene, $\text{CH}_3-\text{CO}-\text{CH}=\text{C}(\text{CH}_3)_2$). Ianthone has the formula $\text{C}_{16}\text{H}_{24}\text{O}$ and can be represented as



Acetone cyclogeraniolidene prepared from trimethyl cyclohexanone and methyl-cyclocitrylidene methoxyacetate of Maschmeyer, prepared by the condensation of Citral with methyl-chloroacetate.

Lastly, one can mention the esters of the alkyl cymyl ketones of Verley, of the general formula:—



which have a Violet or Iris note. The corresponding ketones are obtained by the reaction of cymene with acid chlorides in the presence of aluminium chloride, when the ketone can be separated from the excess cymene on washing. By brominating in a chloroform



medium and reacting these ketones with an acetate or propionate of soda, one can obtain their corresponding esters, which have a Violet note.

Modifiers and Toners

Having discussed both natural and synthetic materials of this tonality, whilst one could make a reasonably good violet compound by skilled "melange" of these, the discriminating and imaginative perfumer seeks inspiration from other chemicals and essential oils which, although not always of the same note, act as toners and modifiers of the straight, harsh violet-like notes, and through the prism of his olfactive imagination he softens it and redresses it into perfumes "de grand luxe" (Gottfried, Perf. and Ess. Oil Record., Vol. 36, Sept., 1945, pp. 243-247.). It must be remembered that, whilst these toners and modifiers do not necessarily appertain to this group of odors, they are essential pre-requisites to give a round, sweet and floral note and to sweeten, strengthen and vitalise the compound. Equally they render the top notes and give freshness and ethereal cadence to a successful perfume.

Sharp Greenish Notes

These notes are essential to the very character of the violet, as when we smell violets in the fields, we do not only smell the actual violet flower odor, but also that of its foliage. The erudite perfumer has to resort to products which, by their odor, will tone and give this effect, such as liquid essence of violet leaves, methyl heptin carbonate, methyl salicylate, alpha amyl cinnamic aldehyde and deer tongue which must be used in very small quantities, carrot seed oil, ethyl pelargonate. It is found, however, that methyl octin carbonate gives a better note than the heptin carbonate.

Sweet, Vitalised Floral Notes

The violet of today relies a great deal, in its preparation on the synthetics discussed, but to the connoisseur these lack the necessary sweetness and floral notes which the true violet possesses. Hence, the perfumer has to avail himself of other products which will give sweetness, floral notes, strength and vitality to his compounds. Some of these products are oil of Bergamot, liquid essence of violet flowers, liquid essence of orris, Ylang Ylang, tuberose oil, jasmin oil, Rose de Mai and oil of cuminal, also rhodinol, linalol, tinct. benzoin, ethylene glycol acetal of phenyl acetaldehyde, heliotropin, and vanillin (even better, ethyl vanillin) although they should be used diluted in alcohol, as otherwise they are thought to color the compound. In spite of this fact, they are invaluable for sweetening these odors and giving them warmth and a good floral note.

Warm Notes

We know that the shy little Violet, hidden by the various herbs, is at its best and makes its presence known mainly on a warm sunny day when its flowers in bloom emanate a warm and delightful fragrance. To imitate this, the perfumer makes use of products such as methyl ionone, vertiverol, geraniol, cassie synthetic, cuminal, cuminal, aldehydes C_{11} , C_{12} , C_{13} , santalol, paramethyl acetophenone and traces of cedarwood, coumarin, isocyclo-citral, benzaldehyde, chary sage and, deertongue, also minute quantities of wormseed oil, flora-

nol, ciste, juniper berries and oil of flouve.

In 1930 Al. Von Eingelsheim (Ueber die Einwirkung von Microorganismen auf den Duftstoff des Rhizoma Iridis:—Archiv: der Pharm. CCLXVIII pp. 1-7, 1930.) made the following observations on vegetals possessing a violet-like odor, that these vegetals emanate a terebentine (pinene) odor, and this transformation is especially noticeable in the orris root or rhizoma iris, in the smaller varieties of mushrooms such as trichoderma lignorum Harz. and in penicillium crustaceum link. By the reversal of the process, theoretcally it should be possible, starting from pinene, to obtain acetone, ionone and its isomers.

Top, Fresh and Ethereal Notes

A perfume cannot be called complete without a top note, and in the case of the Violet it is important to give this note freshness and give it an ethereal halo. To achieve this, we can recourse to oil of petitgrain, oil of Bergamot, oil of neroli, citral, linalyl acetate, phenyl propyl alcohol, citronellol, phenyl propylic aldehyde, oil of cassie and artificial cassie, also natural and synthetic ambergris, infusion of ambrette seeds, etc.

Fixatives

The best type of fixatives which can be used are those possessing a note similar to that of the perfume such as the alpha and beta ionones, alpha and beta methyl ionones and irone. These act as iso-fixatives (homologue fixatives or fixatives of the same tonality) and auto-fixatives for violet and iris perfumes. Their odoriferous intensity and odor perception are very marked.

It may be recalled on this subject, that the House of Roger and Gallet, in 1893, were the first to apply ionones as isofixatives and also to reinforce the fugitive violet perfumes. This was quite a revolution in the art of perfumery, and from that date these various fixatives, and others, have been used.

One can also utilize for this purpose undecylic aldehyde $\text{CH}_3-(\text{CH}_2)_9-\text{CHO}$, and dodecylic aldehyde $\text{CH}_3-(\text{CH}_2)_{10}-\text{CHO}$, which have a musty smell of orange and violets; also tridecylic aldehyde $\text{CH}_3-(\text{CH}_2)_{11}-\text{CHO}$, extracted from nutmeg butter, which not only possesses a very fine aroma of violets and cassie, but plays a great part as a fixative and amplifier. It has been found that when these aldehydes are diluted in 9 parts of alcohol, they are preserved better, and this also facilitates their titration as it is advisable not to exceed 0.10 parts of aldehyde in 100 parts of violet compound.

Ambergris is an excellent fixative for violet perfumes, also methyl nonyl acetaldehyde which not only acts as a fixative, but acts as a stimulator, and musk ketone which is an amplifier. Neutral fixatives such as benzyl alcohol and benzyl salicylate can be used to advantage. Although the natural and synthetic musks are often used by some perfumers, it has been found by the authors that, in time, these tend to attenuate and destroy the violet-orris dominating notes. One must not forget oil of flouve which, when used with care, can act as a very good fixative for these odours. From the discussion of these various flower notes, and having a good olfactive retentive memory, it is possible, by practical experience, to imitate almost all the various nuances, varieties and subtleties of the many flowers

such as spring white violets, Parma violets, blue violets, violet leaves. Grasse violets, Nice violets, Devon violets etc., etc.

Physical, Chemical and Olfactive Incompatibilities

The Ionones and Methyl Ionones are very stable ketones even in alkaline media. However, whilst the odour of the ionones is very pleasant at first, like the musks, it quickly saturates the lipoids of the nasal mucous and very quickly inhibits the olfactive nerves. In a few hours, through this phenomenon, the odour of the ionones or violets appears to become worse, and seems insipid, musty, loud and warm and somewhat reminiscent of the odour of cedarwood oil. This can become an obsession and hence it is necessary to overcome this physiological incompatibility. The diluted perfume should, therefore, not contain more than 2 per cent of these ionones and the perfume compound should be refreshed by the use of small quantities of citral, natural essence of violet leaves, vine-flower compound, synthetic cassie, methyl heptin carbonate, or even better, methyl octin carbonate.

It should be noted that although the use of methyl octin carbonate, methyl Heptin carbonate, etc., in minute traces, in perfumes for creams, lotions and soaps has proved harmless to the skin, they should not be used, even in traces, in perfumes for lipsticks as they may cause erythemas and blistering.

Another physiological-biological incompatibility occurs when the ionones, methyl ionones, phenyl ionones are used in the presence of natural musks, nitrated artificial musks or synthetic cyclopentadecanone, when the odors tend to annul each other, and the only odor perceptible after a time is one which is loud, musty and of a cedarwood type. This is due to the fact that both the musks and the ionones etc. are derived from similar ketonic functions. Hence, it is advisable to omit these musks and even to omit musk ketone in the formulation of a violet type odour, especially as the ionones and irones are autofixatives.

One can, however, use as fixatives, in very small quantities, infusion of ambergris or infusion of Civet or traces of cuminaldehyde, tridecylic aldehyde and methyl nonylacetaldehyde. Equally, essential oil of jasmín or jasmín synthetic (free from indol and hydroxycitronellal) can be used, as the jasmins also tend to give a useful floral note to these compounds. When ethyl vanillin, vanillin or heliotropin cryst are used to give a floral note, it is advisable to make these additions when the essences are just being diluted with the spirit as, by this method, a coloring of the essence (reddish brown) and an olfactive modification of the perfume can be avoided.

Aldehydes such as undecylic C_{11} , dodecylic C_{12} , tridecylic C_{13} , should not be used in quantities exceeding 0.10 per cent, otherwise they give a fatty under-note. Also it must be remembered that these aldehydes easily aldolise in the presence of alkali. Should the use of these aldehydes be indispensable, they should be first diluted and at least an equal quantity of their corresponding alcohols used with them to fix their odor. The essences containing these aldehydes should then be added in the cold to the alkali preparation, other-

(Continued on page 416)

Materials Developed by Research

A comprehensive review of the progress made in research in the field of essential oils, aromatic chemicals, resins and other raw materials during the past year

(Continued from the April issue)

PAUL Z. BEDOUKIAN, Ph.D.*

One of the most important syntheses of substituted indoles is the well known Fischer synthesis. The mechanism of this reaction is not well understood and has been discussed in a recent article.¹⁰⁹ Treatment of potassium indole with a dialkyl sulfate gives 1-monoalkyl indole.¹¹⁰ Substituted indoles have been hydrogenated to the corresponding dihydro-indoles with the use of copper-chromite catalyst at high pressures.¹¹¹ A study has been made of the condensation products of indole and 3-methoxy indole with aldehydes.¹¹²

Two patents describe the manufacture of substituted coumarins from o-hydroxyacetophenone and a carbonic ester.^{113, 114} Examples are given for the preparation of 4-hydroxycoumarin and 3-methyl-4-hydroxycoumarin. All of the six possible methyl coumarins have been prepared and their odor-flavors reported.¹¹⁵ Since these are of practical value, they are given below.

3-methyl coumarin — coumarin like

4-methyl coumarin — walnut like

5-methyl coumarin — between 3 and 4

6-methyl coumarin — pleasant coconut odor

7-methyl coumarin — very faint coconut odor

8-methyl coumarin — almost odorless

3 and 6-methyl coumarin are commercially available.

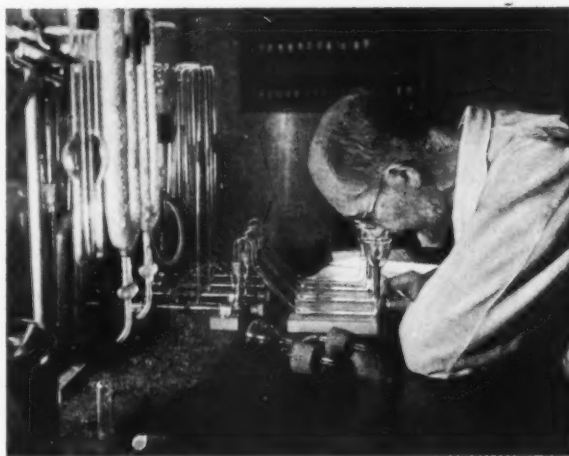
Of general interest and value to the perfume and flavor industries is a report on the synthesis of about one hundred new synthetics, mostly homologs of well known ones, which appeared in a recent publication.¹¹⁶ The authors give the odor character of each of these new synthetics. Another publication gives the flash point of a wide range of synthetics and essential oils.¹¹⁷

TERPENES

A considerable amount of work has been done during the past year in the field of terpenes. In his studies on the stereoisomerism of the pinane series, Schmidt¹¹⁸ reports the preparation of cis and trans-d-pinene. Pinene is the most important as well as the most abundant terpene and it is not surprising that efforts are being made to use it as a source in the preparation of other materials. Thus, a recent patent describes its isomerization to alloocimine and dipentene.¹¹⁹ The formation of alloocimine from pinene has been the subject of a number of other studies.^{120, 121}

Isoprene and alloocimine, two cheap, abundant and

* Compagnie Parento, Croton-on-Hudson, N.Y.



About 100 new synthetic aromatics were made in 1949.

readily available materials, may well be the basis of a synthetic essential oil industry. A recent patent describes a process whereby treatment of isoprene with aliphatic acids yielded geraniol and similar alcohols.^{121a} Another patent claims the production of geraniol and linalool esters by similar treatment of alloocimene.^{121b} Sweet smelling alcohols closely related to terpenes have also been synthesized from acetylene derivatives.^{121c}

By passing carenes (obtained from Indian turpentine oil) over silica gel at elevated temperatures, p-cymene has been obtained in high yields.^{122, 123} On passing various terpenes over silicate-aluminum catalyst at high temperatures, toluene has been obtained in 44-62 per cent yields.¹²⁴ Various terpinyl ethers have been prepared by treating limonene with concentrated sulfuric acid and an alcohol.¹²⁵ A study has been made of the products obtained by treating various terpenes with N-bromsuccinimide.¹²⁶

The optical antipodes of menthol have been compared with regard to odor and cooling effect. It has been found that the l- form possesses a stronger odor and a greater cooling effect than the d-menthol.¹²⁷ A recent patent describes the rectification of hexahydrothymol with copper chromite catalyst whereby rearrangement takes place giving dl-menthone.¹²⁸ Reaction products of selenium oxide with p-menthene are reported to consist mainly of menthenones and menthenols.¹²⁹

On boiling camphene with magnesium sulfate or titanium oxide an equilibrium is established with the formate of tricyclene.¹³⁰ The reaction products of camphene and N-bromosuccinimide have been studied.¹³¹ The isomers of pinocampnone derived from 2-hydroxy-3-pinane have been reported in two papers.^{132, 133} The syntheses of cis and trans isofenchocamphoric acid, beta fenchocamphorone and isofenchone have been reported.¹³⁴ Another paper discusses a study of the rotatory dispersion of camphorcarboxylic acids, camphors and l-borneol.¹³⁵

The preparation of a wide range of esters of l-citronellol has been reported although it was stated that they are not of practical interest to the perfumer.¹³⁶ Linalool oxide was hydrogenated to give the saturated product, which on standing several months underwent partial racemization.¹³⁷ The proportions of cis-trans forms of alcohols obtained from aluminum isopropylate reduction of cryptone¹³⁸ and phellandral¹³⁹ have been studied. Hydrogenation of eucarvone first gave dihydroeucarvone and then tetrahydroeucarvone.¹⁴⁰ The reaction of beta ocimene obtained from lavender oil was investigated.¹⁴¹ An interesting reaction has been reported which may prove very useful in the study of terpenes. On treating cycloolefins with acetic acid and mercuric acetate, an acetate is obtained with the acetate group adjacent to the double bond. Similarly, cyclic ketones yield ketol acetates with the acetate group adjacent to the carbonyl group.¹⁴²

The question of the presence of isopropenyl and isopropylidene groupings in acyclic terpenes is being attacked by the study of infra red absorption data. These show that such compounds as citronellol, geraniol and others are mixtures of the two forms.¹⁴³ The same problem has also been investigated by the study of the Raman spectra of these compounds.¹⁴⁴

Two reviews on terpenes have appeared which give the densities and refractive indices of terpenes¹⁴⁵ and the structure of fenchenes.¹⁴⁶

ESSENTIAL OILS

We know practically nothing about the biogenesis of essential oils in plants although various theories have been put forward from time to time giving possible mechanisms of their formation. In this connection, it is interesting to note the publication of two articles on the subject.^{147, 148} It is well known that the plant "lives" even after being cut and continues to produce essential oils. For this reason, the yield of oil from certain flowers is much higher when the enfleurage method is employed rather than other methods whereby all biological processes are stopped through the application of heat or chemicals. A recent patent claims that cut plants when cooled and irradiated with high speed electrons, continue to produce essential oils so that the final yield of essential oils is considerably increased.¹⁴⁹

Examination of Brazilian dementholized mint oil (*Mentha arvensis* var. *piperascens*) revealed the presence of the following alcohols: ethyl alcohol, butyl alcohol, d-amyl alcohol, isobutylcarbinol, 3-hexen-1-ol, d-ethylamylcarbinol and probably methyl alcohol, 3-methyl-1-pentanol, and hexanol.¹⁵⁰ A number of interesting review articles on peppermint oil have also appeared.^{151, 152, 153}

It is often thought that further studies on some of the well known oils will reveal nothing of value since these

oils have been subjected to constant examinations in the course of many decades. It has been repeatedly shown, however, that our knowledge of the constituents of essential oils is limited and much work remains to be done. In this connection, it is somewhat amazing to find that until now the presence of eugenol methyl ether had not been reported in rose oil. A recent study showed the presence of 1 to 1.2 per cent of eugenol methyl ether and traces of carvone in Bulgarian rose oil.¹⁵⁴ An isolate from the oil of *Eucalyptus dives* which had been previously described as menthane-1,2,3-triol¹⁵⁵ has now been shown to be something else having the composition $C_{10}H_{18}O_2$.¹⁵⁶ The principal pinocampnone in oil of hyssop has been shown to be the cis isomer.¹⁵⁷ Cariophyllene and longifolene have been shown to be the principal constituents of the sesquiterpene fractions of cluster pine turpentine oil (*Pinus longifolia*).¹⁵⁸ The essential oil obtained from narciss flowers was found to consist chiefly of eugenol, benzaldehyde, benzoic acid and its esters and cinnamic alcohol.¹⁵⁹

Beta ocimene has been shown to be a constituent of oil of *Citrus bigaradia*.¹⁶⁰ The solid residue obtained from *Helichrysum angustifolium* was found to contain d-alpha pinene.¹⁶¹ The essential oil of the root of *Saussurea lappa* on standing several years deposited a crystalline body which appears to be a bicyclic lactone having three double bonds.¹⁶² The essential oil from the leaves of *Ledum palustre* gave a crystalline product named ledol which was shown to be a tertiary tricyclic sesquiterpene alcohol, probably derived from azulenes.¹⁶³ A new variety of *Boronia leifolia* gave an essential oil having about 75 per cent of methyl heptyl ketone and methyl nonyl ketone.¹⁶⁴ The essential oil of sweetflag (*Acorus calamus* L.) has been subjected to an examination and a number of new sesquiterpenes isolated from it. The constitution of these sesquiterpenes has not yet been elucidated.¹⁶⁵

Analysis of the essential oil of *Pinus lambertiana*¹⁶⁶ gave the following results: 65 per cent 1-alpha pinene; 13 per cent 1-beta pinene; 10 per cent bicyclic terpenes of cadalene type; 2 per cent sesquiterpene alcohols and 2 per cent polyterpenes. The oil of *Origanum virens* has been found to be similar to the oil obtained from *Origanum vulgare*.¹⁶⁷ The oil of *Lavandula stoechas* was found to contain 31 per cent of combined alcohols and 23 per cent free alcohols, along with 17 per cent cineol and other minor constituents.¹⁶⁸ A new pulegone mint named *Mentha gattefossei* has been found to contain 87 per cent pulegone.¹⁶⁹ Examination of resin turpentine showed the presence of 1-limonene and dipentene among other terpenes.¹⁷⁰

The essential oil of *Artemisia scoparia* contained about 80 per cent of a sesquiterpene which was named scoparilene.¹⁷¹ Analysis of the essential oil of *Melaleuca bracteata* showed the presence of 75 to 82 per cent methyleugenol.¹⁷² The oil of *Ocimum kilimadjarum* contained cineol, camphor, chavibetol and possibly coriandrol.¹⁷³ The physical constants of the essential oil obtained from the leaves of thuja (*Callitris articulata*) were determined and the principal components found to be d-alpha pinene, d-borneol and bornyl acetate.¹⁷⁴ A careful study has been made of the constituents of the oil of *Pittosporum eugenioides*.^{174a}

The optimum conditions necessary for the cultivation of vetiver have been reported.¹⁷⁵ Another article gives

the physical and chemical characteristics of vetiver oils obtained from six districts of India, and also from Java and Singapore.¹⁷⁶ Extensive studies have been made on the cultivation of coriander in the United States. Seeds from different sources were planted and the essential oils obtained from the crop were examined.¹⁷⁷ Similar investigations were made on the cultivation of palmarosa in India.¹⁷⁸ The possibility of economically producing bay oil in Puerto Rico has been outlined in a circular of U.S. Department of Agriculture.¹⁷⁹ Oil of goldenrod (*Dolidago odora*) obtained in Texas consists mainly of methyl chavicol (75%) and limonene (15%).¹⁸⁰ Production of lemon, orange, grapefruit and neroli oils in Palestine is described in another publication.¹⁸¹

The history and properties of bitter orange and neroli oils are given in an interesting article.¹⁸² Another article describes the oil of Zdravetz.¹⁸³ The general characteristics of lesser known Moroccan oils, including *Mentha rotundifolia*, *Mentha longifolia*, *Pulicaria mauritanica*, *Satureia peltieri*, *Juniperus oxycedrus*, *Ammi visnaga*, *Glycyrrhiza foetida*, *Salvia maurorum* and *Mentha rotundifolia*, were the subject of a recent publication.¹⁸⁴ Steam distillation of the leaves of sweet orange (*Citrus aurantium*) gave an oil which was rich in oxygenated terpenes.¹⁸⁵ A summary of the physical properties of the oils obtained through steam distillation of the foliage of 26 species of North American conifers appears in another paper.¹⁸⁶ Recent publications of the Sydney Museum of Technology and Science deal with the seasonal variations in yield of oil and the cineole content of *Melaleuca alternifolia*, its physiological forms, and the physiological forms of *Leptospermum citratum*.¹⁸⁷

An extensive report was made on lavender research and its industrial applications.¹⁸⁸ Commercial production methods and the properties of Florida orange, grapefruit, lime, lemon and tangerine were given in a technical bulletin issued by the Florida Agricultural Experimental Station.¹⁸⁹ The properties of these oils were compared with those of oils from other sources. Citrus oils and their method of production were discussed in another publication. Essential oils of the British colonies in relation to world supplies were the subject of a study.¹⁹¹ A survey has been made of the production of essential oils in the United States and their chemistry.¹⁹²

BOOKS AND REVIEWS

Many books on perfumery appeared in 1949. The writer need not attempt an evaluation of these publications since this has already been done by the various reviews in the literature. The following are of interest to the industry:

The Essential Oils, Vol. II, E. Guenther¹⁹³

The Essential Oils, Vol. III, E. Guenther¹⁹⁴

The Terpenes, Vol. II, J. L. Simonsen and L. N. Owen¹⁹⁵

Synthetic Perfumes, T. F. West, H. J. Strausz, D. Barton¹⁹⁶

The Chemistry of Perfumery Materials, R. W. Moncrieff¹⁹⁷

Handbuch der Gesamten Parfümerie und Kosmetik, F. Winter¹⁹⁸

Huilles Essentielles, Y. R. Naves¹⁹⁹

Schimmel Report (1946 Annual Report)²⁰⁰

Riechstoffe und Parfümierungstechnik, F. Winter²⁰¹

Das Komponieren in der Parfümerie, O. Gerhardt²⁰²

The Givaudan Index, Givaudan and Company²⁰³

Fabricacion de perfumes y cosmeticos modernos, J. M. Delorme²⁰⁴

La lavandula vera en espana, J. Navarro de Palencia²⁰⁵

Praktikum des Modernen Parfumeurs, P. Jellinek^{205a}

A number of reviews have also appeared which are of interest to the industry. Some of the recent developments in the field of monoterpenes were reviewed by Simonsen.²⁰⁶ Last year's Annual Reports devotes 23 pages to advances made in the field of terpenes.²⁰⁷ The Annual Reports of Applied Chemistry also has a chapter on essential oils, isolates and derivatives.²⁰⁸ This is the author's sixth annual review on developments of interest to the industry.²⁰⁹

BIBLIOGRAPHY

109. Pausacker and Schubert, *Nature* 163, 289 (1949).
110. Grimmel and Freyermuth to General Aniline & Film Corp. U.S. Pat. 2,460,745, Feb. 1, 1949.
111. Adkins and Burks, Jr. *J. Am. Chem. Soc.* 70, 4174 (1948).
112. Etienne and Heymes, *Bull. soc. chim. France* (1948) 841.
113. Ward, *Benkinsop and Co. Ltd. Brit. Pat.* 605,999, Aug. 4, 1948.
114. *Ibid.* U.S. Pat. 2,449,162, Sept. 14, 1948.
115. Sterrett, *Drug and Cosmetic Ind.* 277 (1949).
116. Seldner, *Am. Perfumer & Essent. Oil Rev.* 53, 296 (1949).
117. *Perfumery Essent. Oil Record* 40, 239 (1949).
118. Schmidt, *Chem. Ber.* 80, 520 (1947).
119. Rummelsburg to Hercules Powder Co. U.S. Pat. 2,444,790, July 6, 1948.
120. Bardyshev, *Zhur. Priklad. Khim. (J. Applied Chem.)* 21, 548 (1948).
121. Nikitin, *Zhur. Priklad. Khim. (U.S.S.R.)* 20, 1036 (1947).
- 121a. Hunt, U.S. Pat. 2,460,291, Feb. 1, 1949.
- 121b. Milas to Union Bay State Chemical Co., Inc., U.S. 2,467,330, Apr. 12, 1949.
- 121c. Zaf'manovich, *Zhur. Obshchei Khim. (J. Gen. Chem.)* 18, 2103 (1948).
122. Verghese et al. *Current Sci.* 17, 359 (1948).
123. Verghese et al. *Current Sci. (India)* 18, 74 (1949).
124. Okunaga to Formosa Monopoly Bureau, Japan. 161,721, Feb. 12, 1944.
125. Royals, *J. Am. Chem. Soc.* 71, 2568 (1949).
126. Dupont et al. *Bull. soc. chim. France* (1949) 310.
127. Bournot, *Pharmazie* 4, 224 (1949).
128. Barney to Purdue Research Foundation, U.S. 2,462,712, Feb. 22, 1949.
129. Zacharewicz, *Roczniki Chem.* 22, 68 (1948).
130. Swann and Cripwell, *Ind. Chemist* 24, 573 (1948).
131. Roberts and Trumbull, *J. Am. Chem. Soc.* 71, 1630 (1949).
132. Delepine and Badoche, *Ann. chim. [12]*, 3, 573 (1948).
133. *Ibid.* 585 (1948).
134. Swaminathan et al. *J. Chem. Soc. (1949)* 192.
135. Sin h and Nayar, *Proc. Indian Acad. Sci.* 27A, 61 (1948).
136. Neuhaus and Reuter, *Australian Chem. Inst. J. & Proc.* 14, 286 (1947).
137. Pigu'evskii and Markina, *Doklady Akad. Nauk. U.S.S.R.* 63, 677 (1948).
138. Gillespie et al. *J. Chem. Soc. (1948)* 996.
139. Human et al. *J. Chem. Soc. (1949)* 350.
140. Naves, *Helv. Chim. Acta* 32, 329 (1949).
141. Crabalona, *Bull. soc. chim. France* (1948) 384.
142. Teich and Bast, *Ann.* 561, 165 (1949).
143. Thompson and Whiffen, *J. Chem. Soc. (1948)* 1412.
144. Naves, *Perfumery Essent. Oil Record* 40, 40 (1949).
145. Sutherland, *Univ. Queensland Papers, Dept. Chem.* 1, 34, 1-21 (1948).
146. Littlejohn, *Perfumery Essent. Oil Record* 39, 220 (1948).
147. Briescom, *Pharmazie* 3, 459 (1948).
148. Langlois and Bollinger, *Ind. parfums*, 3, 174 (1948).
149. Brach to Electronized Chemicals Corp. U.S. 2,457,203, Dec. 28, 1948.
150. Garnerio et al., *Ind. parfumerie* 3, 353 (1948).
151. Watanabe, *Koryo (Aromatics)* (1949) 7, 20.
152. Jacobs, *Am. Perfumer Essent. Oil Rev.* 54, 142 (1949).
153. *Ibid.* 226 (1949).
154. Naves, *Helv. Chim. Acta* 32, 967 (1949).
155. Ralph, *J. Proc. Ro. Soc. N. S. Wales* 80, 208 (1947).
156. Ralph, *Australian J. Sci.* 11, 98 (1948).
157. Delepine and Badoche, *Ann. chim. [12]* 3, 591 (1948).
158. Dupont et al. *Bull. soc. chim. France* (1948) 990.
159. Izolen, *Am. Perfumer Essential Oil Rev.* 52, 327 (1948).
160. Crabalona, *Bull. soc. chim. France* (1948) 388.
161. Crabalona and Teisseire, *Bull. soc. chim. France* (1948) 270.
162. *Ibid.* (1948) 357.
163. Kir'yalov, *Doklady Akad. Nauk. S.S.S.R.* 61, 305 (1948).
164. Pen'old and Morrison, *J. Proc. Roy. Soc. N.S. Wales* 82, 71 (1948).
165. So'm and Herout, *Collection Czechoslov. Chem. Commun.* 13, 177 (1948).
166. Mirov et al. *J. Am. Pharm. Assoc.* 38, 407 (1949).
167. Costa and do Vale, *Noticias farm. (Portugal)* 14, 375 (1948).
168. *Ibid.* 382 (1948).
169. Gattefosse et al. *Ind. parfums*, 4, 11 (1949).
170. Bardyshev and Bardysheva, *Zhur. Obshchei Khim. (J. Gen. Chem.)* 18, 1475 (1948).
171. Dharam Bal. Parihar and Sikhishushan Dutt, *Proc. Indian Acad. Sci.* 26A, 93 (1947).
172. Cosgrove et al. *Bull. Imp. Inst.* 46 (1948).
173. Baudrenzhim and Jadot, *Bull. soc. roy. sci. Liege* 18, 46 (1949).
174. Gattefosse and Izolen, *Ind. parfums*, 4, 35 (1949).
- 174a. Carter and Heazlewood, *J. Soc. Chem. Ind. (London)* 68, 34 (1949).
175. Murti and Moosad, *Am. Perfumer Essent. Oil Rev.* 54, 113 (1949).
176. Narain et al. *Indian Soap J.* 14, 303 (1949).

(Continued on page 416)

No Keys to Baldpate

BALDNESS, though it be unwelcome, seems the natural lot of man. Papers at a recent conference on Growth, Types, and Replacement of Hair, sponsored by the New York Academy of Sciences, revealed that growth and disappearance of hair are part of the overall growth pattern of mammals, and that attempts to restore dwindling hair might interfere with other more important bodily functions. When hair loss is beginning measures can be taken to limit this, but after hair is entirely gone, little can be done to restore it.

Growth or loss of hair depends on heredity, the supply of sex hormones, and on age. Administration of some hormones, such as cortisone and the thyroid hormones, may cause hair growth, sometimes excessive, but might also set in motion complex and as yet little-understood disturbances of the whole endocrine system, upon which many of the life processes depend. Local remedies, including hormones, have, however, sometimes been successful in treatment of falling hair, and small internal doses of thyroid and female sex hormones have also been used safely and successfully under careful medical supervision.

Aside from the normal growth processes, baldness also follows several diseases. Many cases of baldness in men are preceded by an inflammation of the scalp. Unfortunately, no therapeutic agents have yet been found which will penetrate the horny layer of skin as efficiently as does the micro-organism which causes the inflammation, although combinations of sulfosalicylic acid and selenic acid show promise. A hypodermic jet forced through the skin without puncturing it might be used for deep therapy; such jets are being developed for injection of insulin, antibiotics, and other drugs.

Control of the quality of the hair is theoretically more easily achieved than control of the quantity. A well-balanced diet is mandatory, or "burning" (drying and embrittlement) of the hair results. Dietary control beyond that necessary for general health is difficult, however, and many dermatologists believe that local treatment is preferable for improving hair quality. For breeders of fur-bearing animals, hair quality has a dollar value and dietary control is quite practical. A sleek and shining coat may be achieved with foods rich in vitamin B complex, fat, and vitamin A. Mink, especially, need a concentrated diet; furthermore, if the breeder wishes to delay production of optimum pelts to take advantage of market fluctuations, he can alter the diet accordingly.—*Arthur D. Little Inc.*

Fair Trade

THE Association of National Advertisers has made public a digest of the legal aspects of fair trade by its counsel, Isaac W. Digges, in which he declared: "Our view is that each manufacturer should be left to judge for himself whether or not he will put his business under fair trade. If after investigation he decides that this method of operation is conducive to better efficiency and a greater return, he certainly should be permitted to avail himself of the protection and benefits of fair trade laws."

Mr. Digges made the point that the laws only per-

mitted the manufacturer to manipulate his own product, and he asked, "Has not the owner of this valuable asset—his trademark—superior rights to those who, for reasons of their own, would seek to destroy his good will?"

Mr. Digges argues that manufacturers have been able to stabilize distribution structures by fair trade and have lowered marketing costs and passed them on to the consumer. He says the fact that prices may be lower in the three non-fair trade states may only indicate that consumers in these states have benefited from the distribution built up in the markets where fair trade prevails.

The manufacturer, Mr. Digges writes, "should not be subjected to the criticisms of the press or coercion of the middlemen or others, because he has elected to avail himself of a pricing method, which in his considered opinion assures a fair return to his outlets and to himself, while giving the public a 'good buy' at a fair price."

The increasing pressure of world events does not permit businessmen to be *merely* controllers or production managers or even sales executives. We are being forced to train ourselves to become business statesmen.—*H. J. Heinz II.*

Qualifications for a Salesman

QUALIFICATIONS for a salesman in the toilet goods industry as listed by C. L. Walker of the Nyal Co., who speaks from years of experience, are as follows:

1. A Salesman must be a man of vision and ambition, an after-dinner speaker, a before- and after-dinner Guzzler—able to work all day, drive all night, and appear fresh the next day.
2. He must be able to entertain customers' wives, sweethearts, and pet stenographers without becoming too amorous, must drive through snow ten feet deep at 10 degrees below zero, and work all summer without perspiring or acquiring "B. O."
3. He must be a man's man, a model husband, a fatherly father, a good provider, a Plutocrat, Democrat, Republican or New Dealer—a technician, politician, mathematician, and mechanic.
4. He must be a sales promotion expert, create a demand for merchandise, be a good credit manager, correspondent, attend all dealers' meetings, tournaments, funerals, visit customers in the hospital and those in jails, contact all accounts every six weeks, in spare time look for new business, do missionary work, and attend factory sales conferences.
5. He must have a car, an attractive home, belong to all clubs, pay all expenses at home and on the road on his commission, plus 27 per cent excise tax, 1 per cent old age pension, and 2 per cent lost sales tax.
6. He must be an expert driver, talker, dancer, traveler, bridge player, poker hound, golf hound, diplomat, financier, capitalist, philanthropist, and an authority on palmistry, chemistry, psychology, dogs, horses, blondes, redheads, etc.
7. Beyond that, a salesman is just an ordinary man with little or nothing to distinguish him from his fellow-beings.

Technological Aspects of Lanolin

*Benefits derived from lanolin are not centered about the properties of the individual fatty acids or alcohols present. . . . Reason for water absorption not clear.**

IVAR WILLIAM MALMSTROM



Ivar W. Malmstrom

LANOLIN is refined wool grease which is a by-product of the wool scouring industry. Three methods are in use for recovering wool grease from the raw wool. In the solvent extraction method the grease is leached out by percolating a suitable solvent through the raw wool. The other two methods have this in common, that the wool is first scoured with soap and alkali. The scouring liquor containing the wool grease is then treated in either of two ways: 1) It is passed through centrifuges producing the grease known as centrifugal grease, or 2) the scouring liquor is "acid-cracked"; and the grease which is pressed and collected is known as degreas.

The solvent extracted wool grease is dark in color, has a free fatty acid content of 7-11 per cent and has a good physical body. Solvent wool grease is the purest form of crude material available. Very little solvent wool grease is used in the production of lanolin.

Source of Most Lanolin

The centrifugal wool grease is light in color, has a free fatty acid content of 1-2 per cent and has a soft physical body. In the recovery process the heavier wool grease fractions are thrown out by centrifugal force and the softer bodes are recovered. Most of the lanolin produced is manufactured from centrifugal wool grease.

The acid-cracked wool grease or degreas is dark in color, has a free fatty acid content of 12-18 per cent and the physical body is dependent on the original soap used to scour the wool. The fatty acid liberated from the scouring soap is collected with the wool grease and remains mixed with the grease. A fair amount of degreas is used in lanolin production.

Adhesive Properties

Pure wool grease is excreted by the sheep from the subaceous glands through its hair follicles adhering to the wool fiber to protect it from the elements,¹ soil conditions and its own waste. Hence, wool grease has ex-

cellent adhesive properties and for that reason lanolin is used in protective oils, ointments and cosmetics to provide the necessary adhesion for assimilation, emolliency or protection.

Wool grease must be purified, alkali refined, bleached and deodorized to conform to the requirements for lanolin in the U. S. Pharmacopoeia.²

One of the synonyms for lanolin is wool fat.² Chemically, lanolin is not a fat but a wax. Approximately 7 per cent of lanolin is free alcohols and the balance is essentially esters of high molecular weight sterols combined with straight chain fatty acids. There are no glycerides present. In the crude form wool grease contains free fatty acids which are reduced to 0.56 per cent maximum to meet the U. S. P. requirements for lanolin.

The literature has many references to lanolin and its component parts. No conclusions were found to indicate what individual esters exist in lanolin. The esters of lanolin may be a combination of any one alcohol with any number of the fatty acids present or conversely any one acid may be combined with any number of the alcohols present. As there is a possibility for a tremendous number of combinations, we may have a long wait for any definite knowledge of the chemical entities present. However, it is possible to split the ester by complete saponification and to study the individual acid and alcohol fractions liberated.

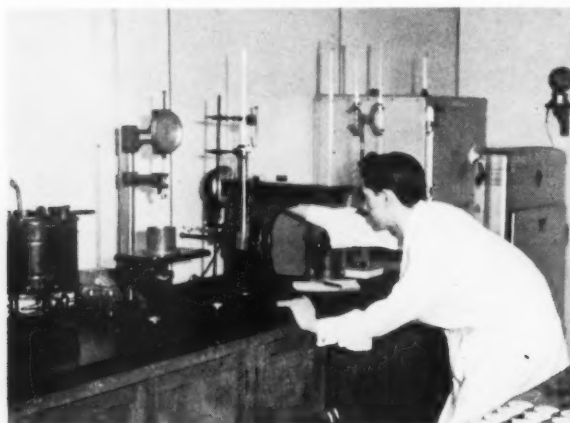
Acidic Constituents of Lanolin

The most complete study of the acid fraction is that of Weitkamp. He reports that the acidic constituents of lanolin are divided into four groups. The first group is of the even normal series consisting of the acids from C^{10} to C^{26} . The second group consists of two even acids in the alphahydroxy series. The third group consists of ten even acids from C^{10} to C^{28} in the iso series. The fourth group consists of eleven odd acids from C^9 to C^{27} and C^{31} what Weitkamp calls the anteiso series. The individual acids are present in very small percentages and the maximum content of any acid is 7 per cent. Weitkamp found

* Reprinted by courtesy of the Journal of the Society of Cosmetic Chemists.

that the fatty acids are saturated. Lanolin has an iodine value of 18-36 showing some unsaturation but this is present in the alcohol group.

For a product to turn rancid there must be some unsaturation in the fatty acid molecule for oxidation to



A technician checks a sample of lanolin for color in the well-equipped laboratory of N. I. Malmstrom & Co.

take place at the unsaturated carbon-to-carbon linkage. As there is no unsaturation in the fatty acids of lanolin, pure lanolin will not turn rancid. Some lanolins may develop a rancid odor which is often traced to small amounts of added scouring soap which may not have been removed in alkali refining. The rancidity develops in the unsaturated fatty acids of the contaminating soap. Other odors may be present in lanolin due to the chemicals used as well as to differences in refining techniques.

Alcohol Fraction

No comparable study of the alcohol fraction has been made. More work has been done on the alcohol fraction but the results obtained are not as definite as those of Weitkamp in his study of the acid fraction. The early literature⁵ states that the unsaponifiable part of wool grease or the wool grease alcohols consist of cholesterol, "Isocholesterol" and inactive alcohols.

Only two true sterols have been found, namely, cholesterol and dihydrocholesterol. Windaus and Tschesche⁶ reported that the so-called "Isocholesterol" consisted of 92 per cent lanosterol and 8 per cent agnosterol and these are triterpene-like alcohols rather than sterols. However, Ruzicka et al.^{7,8,9} found two more alcohols, dihydrolanosterol and dihydro-agnosterol. Furthermore, Ruzicka proved that lanosterol and dihydrolanosterol are identical with kryptosterol and dihydro-kryptosterol. These four alcohols obtained from the so-called "Isocholesterol" fraction each have 30 C atoms. They have the same C skeleton, the hydroxyl group in the same position, but differ in the number and position of the double bonds.

| | | Double Bonds | Melting Point |
|--------------------|-------------------------------------|-----------------|------------------|
| Lanosterol | (C ₃₀ H ₅₀ O) | 2 | 140.5-141.5°C. |
| Dihydro-lanosterol | (C ₃₀ H ₅₂ O) | 1 | 144.5-145.5°C. |
| Agnosterol | (C ₃₀ H ₄₈ O) | 3 | 163.5-164.5°C. |
| Dihydro-agnosterol | (C ₃₀ H ₅₀ O) | 2 | 156-157°C. |

The two double bonds of lanosterol are not conju-

gated. The one that is easily reduced is found in the side chain. Agnosterol has three double bonds. Two are found in different rings but are conjugated while the third double bond is in the side chain and it is this one that is easily reduced. Since it is a known fact that pure lanolin does not develop rancidity, it must mean that even when these double bonds are oxidized: no odor develops.

Cause of Water Absorption

Despite the extensive literature relating to lanolin and its use in water-in-oil emulsions, there is no agreement as to the particular property which is responsible for its ability to absorb water. Many have attributed the power to the cholesterol content. Pofers et al.¹⁰ found that the emulsifying efficiency of cholesterol is much less than the emulsifying efficiency of mixtures of cholesterol and cholesterol esters when used with petrolatum for the purpose of emulsifying water.

Most of the literature relating to emulsification of lanolin or of its liberated fractions reports results obtained after dilution with mineral products. Therefore, an investigation was undertaken to determine, if possible, the effect of cholesterol in free and combined form on the water absorption of lanolin.

Commercial samples of lanolin were obtained which were refined in various ways from each one of the methods described for the recovery of wool grease. It was felt that the method of recovery might have an effect on the water absorption power and that all types of lanolin should be investigated. The free, combined and total cholesterol contents were determined.¹¹ The alcohol fraction for the determination of the total cholesterol content was obtained¹² through pressure saponification with alcoholic alkali for 16 hours.

The British Pharmacopoeia method of determining the cholesterol content must not be taken as the actual cholesterol content but as the percentage of alcohols which will be precipitated with digitonin and calculated as cholesterol. Gardner et al.¹³ tabulate some of the alcohols which also give precipitates with digitonin and which may be present in the free or combined alcohols of lanolin. Windaus¹⁴ also tabulates the relative solubilities of digitonides. Anderson¹⁵ states if cholesterol is formed from plant sterols, a number of different as well as isomeric cholesterol might be expected to occur in animal fats and waxes corresponding to the various phytosterols contained in the plant material which serves as food. Therefore, the results listed are only relative in relation to the cholesterol content.

| Anhy- drous Lanolin U.S.P. Sample | Free Choles- terol | Unsaponi- fiable or Total Alcohols | Choles- terol of Total Alcohols | Calcu- lated Total Choles- terol | Combine Choles- terol by difference | Water Absorp- tion |
|---|--------------------------|---|--|--|--|--------------------------|
| #1 | 2.0% | 43.8% | 26.1% | 11.4% | 9.4% | 350% |
| #2 | 2.4% | 42.1% | 26.8% | 11.3% | 8.9% | 370% |
| #3 | 1.8% | 43.1% | 32.1% | 13.8% | 12.0% | 460% |
| #4 | 1.4% | 43.1% | 26.8% | 11.6% | 10.2% | 460% |
| #5 | 2.6% | 45.3% | 27.8% | 12.6% | 10.0% | 470% |
| #6 | 1.9% | 47.0% | 37.5% | 17.6% | 15.7% | 480% |
| #7 | 1.9% | 45.9% | 30.1% | 13.8% | 11.9% | 490% |
| #8 | 1.8% | 46.9% | 28.4% | 13.3% | 11.5% | 500% |
| #9 | 2.8% | 48.7% | 30.0% | 14.6% | 11.8% | 520% |
| #10 | 5.5% | 46.0% | 31.4% | 14.4% | 8.9% | 530% |
| #11 | 2.5% | 44.3% | 30.5% | 13.5% | 11.0% | 540% |
| #12 | 1.7% | 40.7% | 27.2% | 11.1% | 9.4% | 560% |

(Continued on page 385)

What the Retail Buyers Report

Mothers' Day, second only to Christmas in cosmetic sales . . .

Fathers' Day and graduation offer opportunity to boost sales of men's toiletries . . . Sales generally picking up particularly in medium priced lines

SALES of cosmetics through retail channels are picking up. This is especially true of items in the medium price range. Among those items which are going over well are eye make-up preparations which are proving to be more popular than ever due probably to the nation wide publicity recently given to "doe eyes." Increased sales of perfume, especially in the smaller sizes, are reported. Home waving kits continue to be good sellers with a slight shift in brand preferences. Mothers' Day promotions moved a sizeable quantity of perfume and cosmetics; and Fathers' Day and graduation time offer a splendid opportunity to boost the sale of toiletries for men.

Mothers' Day, Fathers' Day and Graduation Attracting New Business

Chicago—"Perfumes must be sold," is the way a buyer for one of Indiana's largest and most copied store put it. "If a department has well trained perfume girls back of the counter they can sell advantageously, either the finer American fragrances or the smaller packages of import. The latter are more or less on trial by many women who have not used them in a decade."

In contrast to this an equally important buyer of cosmetics blamed the drop in perfume sales and colognes on the fact that the well known makers of treatment lines, with an international reputation on these, jumped into the manufacture of fragrances during the war. In comparison with the imported products, these houses have an uphill fight, as well as with the fine fragrances made by American perfumers who did not go into treatment lines.

"The sooner every one gets back to his own knitting and improves the product which he knows about," said this buyer, "the better it is going to be for business."

Fragrances received a tremendous boost in advertising, display, and presentation during the pre-Easter days when full pages were used. "That was just the first gun for our Mothers' Day promotion," was one buyer's comment.

What's Wrong With Treatment Lines?

The gay new atomizers and the purse vials are enjoying better sales than in years and this has been one means of introducing new fragrances to the customer. One Chicago store in the area rigged up a fan that wafted the fragrance it was pushing up and down the block, depending upon the wind. Most people thought

spring really had come! Stores offering the atomizer top with colognes find it aids sales.

Most stores have found that with promotions these have remained steady. Complaints are registered against the flood of distressed merchandise on the market, half price sales and the two units for an additional penny or dollar, which buyers assert has cut deeply into regular treatment line selling.

There has been a deluge of 50¢ lip-sticks, a type that is reported as formerly priced at \$1 and \$1.50 and yet sales average only two. "This is expensive selling," pointed out one buyer, "and we have to make it four or find ourselves slipping in this division. A new color sometimes helps, but unless it is sufficiently different for the eye to detect the difference sales are slow."

Many buyers do not favor out-of-the-department demonstrations or clinics because of possible loss of sales. Yet they admit that treatment lines require a long time to sell and to give a woman correct instruction as to use. "Unless we do this there is no repeat business," said a Chicago buyer.

The Eyes Have It

Treatment lines may require both time and effort to complete a sale, but the same is now a necessity for the instruction in eye-makeup. At the moment there is much interest. Sales are but little above normal but there are daily queries.

Women who wear glasses find make-up may easily smear the lens; one cannot rub the eye and not produce a smudge unless the job has been done most expertly. Too few women want to look conspicuous and so are waiting to see what their neighbor does. This eye-makeup, outside of professional use, is considered a short lived sale, because when fashion ousts the doe-eye the sales will again return to the few women who have made of the eye-makeup a clever ritual.

Cosmetic Trends

All advertising, direct or indirect, is now aimed at (1) Mother's Day (far exceeding Easter sales and second only to Christmas); and (2) Father's Day and graduation events. Here is what is predicted for Mother: The Straw-Hat fragrances and similar duo-boxes; entire hand make-up ensembles that include polish, lotion, creams, etc.; dram perfume sales usually in a gay purse container; refill packages for permanents, with a hair ensemble as shampoo, rinse, pomade, and friction lotion for the hair.

Father's Day and graduation gifts for son include shampoo, astringents, shaving needs, hair brushes, and the smart packages of deodorants. May-June sales on these items for young men is said to be larger than for any other time of the year.

Midwest Caters to Sub-Debs

The young sub-deb of the family was given more space in Easter presentation than at any time. Stix Baer Fuller, St. Louis; Macy's, Kansas City; and Marshall Field & Co., used quarter pages to tell of the arrival of the items which this young lady can use advantageously. While these have been in the girl's department there is little advertising accorded them. The brands, even to the pomade lip-stick with its delicate pink tint, make a hit with the youngsters. Carson Pirie Scott & Co., and Mandel Brothers both cater to this young lady in the cosmetic field, in the girl's section where counters show several short lines in this type selling.

Stores that offered these in the regular cosmetic section report unsuccessful selling until these were shown on the girls' floor when business immediately picked up. There was no separate division or display in the larger department and the lines were not assembled. Today, there are travel and school kits for this group of young buyers and the repeat business indicates high approval.

How Stores Attracted New Business

Wasson's, Indianapolis, has trained perfume sellers and when a cologne is purchased a vial of perfume is offered to go with it. The double sale is usually made. All fragrances are combined at one counter to make selection easy and quick.

Ayres', Indianapolis, held a hand-clinic in the department and found it produced new interest in whiter hands, in all nail items, creams and lotions. Demonstrations are held in the department. When a store fashion show is presented tiny vials of cologne, suitable for the clothes shown are presented to each guest.

The Fair, Chicago, has one division which studies the skin and writes a prescription for it with substantial sales then or later. Chas. A. Stevens, Chicago, wafted a new fragrance out to State street and found it created attention, interest and sales.

Block's, Indianapolis, pushing smaller perfume sizes find repeat business comes in. This store is being used as a test for the new "Lilt" and the re-fills have been better than was expected, although Hudnut is still first, with Toni a close second.

Easter sales did not reach the anticipated peak. Part of this was due to cold, rain and snow the week previous, and on Easter. The Straw-Hat presentation was the outstanding item on display in St. Louis, Indianapolis, Duluth, and Chicago that produced spot sales, regardless of weather. The hat could be used for a doll and so served a double purpose—container and a gift for a child.

Buyers in these four cities pointed out that unless hand care items are on a major traffic lane sales are slow. These are pick-up sales and made with little sales presentation. Yet a clinic on hand care attracts hundreds of women. Hands are as important as eyes, but not yet widely featured.—*Jean Mowat.*

New Packaging Ideas Stimulating Sales for Factor and Revlon on Coast

Los Angeles—Lines come and lines go, but Max Factor keeps plugging right along, never setting the world on fire but always in the money. Now Old Reliable has blossomed out with new packaging and display pieces in key with the packaging that has set the Factor line in front of many lines whose annual sales figures might make the Hollywood lines' total seem small. New Worlds of Beauty is the motif and the theme has been carried out in definitely 1950 style. Planets, orbits, stars and satellites indicate forcefully the idea of the slogan, and the blue, white and gold in which the color plan is carried out make the displays stand out in any company.

We're seeing a lot of Max Factor displays on the West Coast, and if they haven't reached your territory yet be sure they will. If there's any truth in the old merchandising saying that goods well displayed are half sold, it's a cinch that Factor sales will enjoy a considerable boost this year.

Nothing New Under The Sun

Scribbling this on the Sunset Limited, bouncing over the desert between El Paso and Tucson, we can't check back to see if we mentioned before the impressive sales that Revlon lipsticks are making by digging up the ancient angle of a mirror on the lipstick case. That has been done almost since the first lipstick was promoted from a cardboard tube to metal, but Revlon gave the old idea a new slant and are really cleaning up. So it won't hurt to call attention again to the sales possibilities in 1950 and 1951 of selling ideas that were successful in an earlier day. If we were production manager or vice president-in-charge-of-something for one of the big companies, or one of the smaller ones struggling for a place at the toiletries table we'd take a few rainy Sundays to prow through back issues of toiletries trade papers. People don't change much and what was hot in 1922 or 1932 could be just as hot, or hotter, in 1952.

Where Are The Bottles Of Yesteryear?

Perfume sales on the Coast are at a low ebb. Easter is past, graduation is a long way ahead, the 20 per cent tax—many factors combine to keep the perfume sections of toiletries departments slow. And at a time like this the minds of old timers in this business turn back to the beautiful crystal presentations of perfumes when the toiletries business in the United States was beginning the tremendous expansion that resulted in the industry we have now. Do you remember the packages of Rosine, Lubin, Mury, Fioret, the early D'Orsay,—go ahead and name some yourself. What happened to those moulds? Are they destroyed, lost forever? Would labor and production costs forbid hauling them out, dusting them off, and going into business with them again? Probably we don't know what we're talking about, being just a perfume peddler pounding pavements with the products of wiser men, but we just can't help drooling a bit when we envision ourselves dropping into Magnins or Frederick & Nelson or J. W.

Robinson with a sample case of fine perfumes presented in some of those exquisite crystals of yesterday. Perfume business is slow right now, all right, but we'd venture a small wager that we could make some substantial payments on the mortgage against the old homestead with the commissions we'd make in any old season. We can dream, can't we?

One of the nicest conditions we've seen in a long time is the current cooperation between buyers and merchandise managers. Let a salesman with a promotion that looks warm—doesn't even have to be "hot as a pistol"—come into a buyers office today, and right away the buyer gets the M. M. on the phone, and quick like a mouse salesman and buyer are ensconced in the mahogany office, where the salesman has the best opportunity he could wish to put his story across. It's the brightest and shiniest silver lining you could want to see in the reddish tinted cloud of figures that hang over some toiletries departments today. And it is steadily turning red figures into black, and that's the way the toiletries business should be. — *Don Cowling*

New "Doe Eyes" Make-up Going Over Well in Cincinnati Territory

Cincinnati—Easter traffic was heavy in Cincinnati's stores, and the resultant sales in cosmetics departments brought a glint to the most pessimistic buyer's eye. Sales in general were high, not only on the special Easter packages which most buyers stocked very sparingly) but in new items, and new scents, new shades.

More perfume than usual walked out at Rollman, with both perfume and cologne selling best at about the \$3 bracket. This store had a run on Imperial Russe Essence, in spite of the unpopular political significance of its name and in spite of the fact that it was promoted through bill enclosures. This shows that all the education of women in the matter of testing the perfume on the skin for the individual's chemical reaction has been wasted. Our women ordered the scent by phone!

Arden's clever yellow chicken package with a Perfumaire at \$2.75 went well (a combination of appealing merchandise at an appealing price), and the indication is, from the seven reorders that were necessitated (Shillito) on Dorsay's solidette, that the solid scents will be a summer hit here. Biggest runner of the season for this store, however, was Haviland's "Blue Hyacinth," pushed in a display and in bill inserts, which called for two wires for air shipments. This store was host to Rose Laird, who promoted her "Young Skin" line with her usual force and did about ten times the business of any other counter in the week she was here according to the department head, who also told that the Coty counter, with blue smocked models demonstrating doe-eyes, did a terrific business, both in the eye-make-up and in repeat business on the free palette package by Coty, a city-wide favorite already. This store (Shillito) also had gratifying sales in the John Robert Powers line of liquid cosmetics, when several Powers models came into town to promote it, though its sales had held up well in the year since it was introduced here.

The educational job done on the matter of wearing

lipstick to harmonize with the costume has apparently paid off, for women are buying more orange-tone than pink-tone lipsticks (to go with the orange-reds of apparel). One store, however, reported its bulk of lipstick sales in the red-red tones. The pinks were apparently being worn only when the popular new orange-red clothes were not. Shillitos had luck with its Chen-Yu "Double Peony" lipstick and nail lacquer (a cherry red).

Rollman's is having consistent sales in its Kidmetics line, success of which often depends upon the youngster's accompanying momma to the store. The tots like the bubble bath, and it's smart from the store's point of view to start 'em young.

Tussy's new Midnight line (cologne and dusting powder) was going well where displayed prominently, which proves that a display has power (eye-makeup sold where pushed, stayed home where not pushed).

A Kreem-O-Life hair demonstration (much like Robert Curley but cheaper) attracted a buying crowd. Pinwae, the hair lotion that gives a semi-permanent (soft, non-fuzzy, but not as long-lasting as a regular job) just on bobby pins, was still hot at \$1.25 (a few cents cheaper than the successful Toni kit at \$1.33 and easier to do).—*Mary Linn White*

Marked Increase in Sales of Medium Priced Cosmetics in Buffalo Area

Buffalo—April started slowly throughout the city. However, the last two weeks of the month produced an increase at the William Hengerer Co. that wonderfully exceeded that of the same period last year.

Easter business at this store centered around perfumes and colognes, with the past three months showing an increase in higher priced units in these items. An excellent example of this was the outstanding response to Dana's \$6.50 dram package of Voodoo. A marked increase has also been noted in items of the medium price range.

Fragrance favorite of spring seems to be Ann Haviland's Blue Hyacinth series, with the \$1.50 toilet water the leader of the group. Faberge stays tops with sales



"With the number of wives I have, young lady, one buys perfume by the gallon!"

which remain solid from one season to the other. Lanvin's \$2.00 Arpege Traveler has been a terrific hit here, along with "Skwish," the purse atomizer selling at \$1.00.

Staple makeup items have shown a good increase at Hengerer's, with Coty's \$1.00 face powder and trial-size makeup palette proving tremendously successful. A fashion and cosmetic combination that went over with a bang occurred with a store promotion of carnation red as a high fashion color, Milkmaid's red currant being tied in with it.

Much experimenting with eye makeup continues to keep the cash registers ringing at an increased rate of speed. The new attention being devoted to this part of the face has also appreciably improved the totals being rung up on eye treatment creams.

Increased home care of hair reflects itself in the solid volume on Ogilvie, Breck and Harper hair treatment lines. As for home permanents, initial order on Arden's home permanent at Hengerer's sold out in five days. Other similar kits remain equally popular, outstanding among them being Pinwae and Hudnut's refill with free rinses included. Apparently the arrival of spring just naturally produces an increase in home permanent lines.

J. N. Adam's was another store where this same condition proved true. Hair goods which had suffered slumps during the winter months now register considerably improvement, the three home permanent favorites here being Lilt, Toni and Hudnut.

A considerable increase in general toiletries purchases has made itself apparent at J. N.'s—the first real overall increase since the steel strike. Since a greater percentage of J. N. Adam's clientele represent the working class who were directly or indirectly affected by the steel situation, it is of heartening significance that this large portion of the public are returning to more liberal buying habits.

White Shoulders and White Orchid have been good sellers, yet in J. N. Adam's—as at Hengerer's—Blue Hyacinth was found to be one of the most popular fragrances with Faberge and Dana the top ranking "all time all-timers"—a tally coinciding completely with favorites at Hengerer's, yet ascertained only through general inquiry rather than any "leading questions" by the interviewer—*Maggie Flemming*

Demonstrations Showing How to Use Hair Preparations Building Sales

Pittsburgh—Taking advantage of the public interest in any product intended for the hair, the stores here report no let-up in interest along this line.

Apparently it doesn't matter exactly what the item is, so long as it curls, colors or cleans—interest is high.

This trend is not limited to the feminine element by any means. According to my informants, men are exceedingly hair-conscious also. Although the variety of items that appeal to the masculine trade is not as comprehensive as those for the ladies, there is a demand for many different things. High on the list for the latter are products to eliminate dandruff, stimulate hair growth, condition scalp and keep unruly locks under control.

A floor demonstration showing how waves could be brushed into hair rated interest, and resulted in sales of equipment to do the job. The "how to use" type of demonstration, buyers say, is good as a "stopper" of traffic—particularly when the demonstrators themselves have eye appeal.

The interest in home permanents apparently has not abated. Introduction of new brand names, it is believed by some cosmetic buyers, only intensifies a demand for permanents that can be given at home. Other buyers are dubious that so many different kinds can continue to stay in the field with a great degree of success. Nearly all are of the opinion a highly competitive market in home permanents will result in the development of more and better products and a consequent increase in sales.

Easter business in the cosmetic departments did not compare favorably with past years. There was interest in colognes and toilet waters that were gift packaged, and in compacts offered at attractive low prices. A greater flurry of business is anticipated with the impetus of Mothers' Day offerings slated to come up at a later date.—*Lenore Brundige*

Easter Sales Good In Dallas Stores

Dallas—Easter sales in Dallas topped any previous year in most department store and drug cosmetic departments. Colognes were by far the biggest sellers.

Since Easter all stores have concentrated on special sales and promotions and almost without exception report business is booming.

Neiman-Marcus carried a series of half-page ads with "lessons" on the various stages of proper make-up . . . such as what a foundation should achieve . . . and how to get it with Charles of the Ritz Complexion Veil, Elizabeth Arden's All-Day Foundations; Antoine's No. 284 Foundation Cream. Each ad was labeled Lesson #1, Lesson #2 etc. and ran several days. Inquiries were numerous.

A. Harris & Co. reports a spectacular response to two specials. A special Chantilly package of liquid sachet and a free purse size bottle with it was presented in both newspaper ads and statement enclosures. The statement enclosures pulled more than the ads. As a matter of fact, Harris' finds this almost always true. The other special was Gourilli's Esteroil Throat Oil which normally sells for \$7.50, specially priced at \$3.75. This was very successful.

This store reports more sales in the \$3.50 size cologne and perfumes. In the higher priced perfumes, Dana's "Voodoo" is selling best. A special package of Faberge of four fragrances done up in straw hats pulled very well. The department manager attributed this in, large measure, to the package. The red hat, which held "Straw Hat" sold the best, "probably because of the color."

Both Sanger Bros. and A. Harris report extremely good results from Revlon's new "Sunny Side-Up." In fact, the buyer at Sangers claims is little less than terrific.

Tiche-Goettinger featured many cosmetic counter items in a special section carried in the Sunday paper. Results were good.—*Jean Shaffer*

*For that first impression impact
pack to attract in*
MARYLAND GLASS



The glitter, glamour and grace of stylish, crystal clear packaging can be yours for a reasonable cost when you pack to attract in Maryland Glass. A wide variety of smart designs in a complete range of sizes are constantly in stock, ready for immediate shipment. Let us show you how economical these shopper stoppers can be. Just drop us a line giving the nature of your product and the sizes in which you pack it. We'll send you appropriate samples and complete details. No obligation, naturally, so write today.

MARYLAND GLASS CORPORATION • BALTIMORE 30, MARYLAND

1. PERFUME OVAL
2. CHESAPEAKE OVAL
3. TOILET OVAL
4. SQUAT JAR

TIMELY SOLUTIONS TO FROM THE GIVAUDAN

special odors for aerosol bombs

With competition in aerosol dispensers steadily increasing—for insecticides, sprays, room deodorants, perfumes and other purposes—the right odor is becoming an increasingly important sales factor.

With many purchasers, odor is the *dominating* sales factor.

Givaudan has conducted a considerable amount of research in the development of special odors to meet the specific requirements of aerosol bombs for various purposes.

These odors are produced from the highly purified line of Givaudan aromatics.

A sample of your product, and information regarding its toxic or deodorant principle, will enable our laboratory to supply perfume oils that

1. will be completely soluble in aerosol solvents
2. will leave no sediment in the bombs
3. will not clog the very small valves
4. will not decompose
5. will not affect the properties of other ingredients

O PRESSING PROBLEMS

N RESEARCH LABORATORIES

essential oils that duplicate nature's best

(In everything but the cost!)

Givaudan's synthetic essential oils not only duplicate nature's best efforts, but surpass them in uniformity—at a cost far below the cost of natural oils. Why not profit by the independence and economy these Givaudan products offer you? We suggest:

for vetivert—VERTONE

Recommended for use with the natural in a mixture in which vetivert itself would be required in proportions as low as 10%. VERTONE blends extremely well with vetivert oil. The combination has remarkable lasting power and is excellent for use in soaps and in the perfuming of creams and powders.

for geranium—GERANIUM SYNTHETIC 1086

Recommended as a total replacement, particularly for geranium Bourbon whose deep floral odor is excellently reproduced.

—GERANIUM SYNTHETIC GIVCO

A very inexpensive geranium material whose note is closely similar to the Algerian oil.

for patchouli—PATCHOL

Lends itself harmoniously to blending with oil of patchouli. The combination is very stable in soap and will not induce discoloration.

*Write for samples and full information on these
and other timely Givaudan synthetic essential oils.*

Greater Distinction through

Givaudan-Delawanna,
Inc.

330 West 42nd Street, New York 18, N. Y.

Branches: Philadelphia • Boston • Cincinnati • Detroit • Chicago • Seattle • Los Angeles • Montreal • Toronto

HEYDEN

BENZALDEHYDE (F.F.C.)

N.F. and TECHNICAL

Heyden Benzaldehyde measures up to the most rigid laboratory standards of purity and uniformity—whether used as an odorant, flavor ingredient, or an intermediate in the manufacture of essential oils, dyes and pharmaceuticals.

When you specify Heyden Benzaldehyde you are assured of constant high quality in your finished product.

OTHER HEYDEN PRODUCTS

SERVING THE CHEMICAL AND PROCESS INDUSTRIES

ANISOYL CHLORIDE
ANISIC ACID
BENZILIC ACID
BENZOIC ACID
BENZOTRICHLORIDE
BENZOYL CHLORIDE
BENZYL CHLORIDE
TOLYL ALDEHYDE
RESORCINOL

METHYL SALICYLATE
PHENYL SALICYLATE
SALICYLIC ACID
PROPYL GALLATE
METHYL BENZOATE
ETHYL BENZOATE
SODIUM BENZOATE
PARASEPTS
FORMIC ACID

CHLOROBENZOTRICHLORIDES
CHLOROBENZOYL CHLORIDES
CHLOROBENZYL CHLORIDES
CHLOROBENZALDEHYDES
CHLOROBENZOIC ACIDS



Samples and technical data available upon request on company letterhead.

HEYDEN CHEMICAL CORPORATION

393 SEVENTH AVE., NEW YORK 1, N.Y.

CHICAGO 6 • PHILADELPHIA 3 • SAN FRANCISCO 11

DETROIT 1 • RUMFORD 16, R.I.

SERVING INDUSTRY THROUGH FINER CHEMICALS

Benzaldehyde • Benzoates • Benzyl Chloride • Bromides
Chlorinated Aromatics • Creosotes • Formaldehyde • Formic Acid
Glycerophosphates • Guaiacols • Hexamethylenetetramine
Medicinal Colloids • Methylene Disalicylic Acid • Paraformaldehyde
Parahydroxybenzoates • Penicillin • Penterythritols • Propyl Gallate
Quadrafos • Salicylates • Salicylic Acid • Streptomycin

Technical Abstracts

British Pharmacopoeia Sulfuric Acid Test For Liquid Paraffin. S. Druce. Analyst 73, 617-18(1948).—In the test, 97% H_2SO_4 should be used rather than the specified 96% acid. Liquid paraffins that give a light color with the stronger acid and not with the weaker, deteriorate rapidly in clear white bottles exposed to sunlight. Ambler glass protects them. The acid should be standardized so that the results will be uniform. (Thru C. A. 43, 2122, 1949).

A New And Simple Identification Of Tyclose, Hans Keith. Deut. Lebensm. Rundschau 44, 232-3(1948). Boil some of the material in a test tube with an excess of a 10-15% NaOH solution for a short time, while still hot, add a dilute solution of $CuSO_4$. In case tylose is present, the clear supernatant solution will be colored blue-violet. With small amounts the color appears after standing a short time. In case the material is liquid, it is best to use a concentrated solution of NaOH. The color remains unchanged for several days. As the color intensity is not proportional to the amount of tylose present, no exact estn. can be made. The test is only applicable to colorless solutions. (Thru C. A. 43, 2126, 1949).

Powder Mixtures—The De-Homogenization Of, And Its Consequences, R. Dolique Trav. de la Societe de Pharmacie de Montpellier, 2, 119(1944); through Schweiz. Apoth-Ztg., 85, 557(1947).—Contrary to customary concepts, it is not always the heavier components of a mixture of powders which settle to the bottom of the jar. The author has shown that in a natural mixture of magnesium carbonate and calcium phosphate, the heavier component has accumulated in the upper part while the lighter component accumulates in the lower part. The size of the particles as well as the density influence the final arrangement in the mixture. In the example cited, the denser but also finer particles of calcium phosphate are more concentrated in the top layers and lighter but larger particles of magnesium carbonate are at the bottom. The tendency to dehomogenization is greater when the particles differ both in density and size. This indicates the need for the strict necessity of following the rules for the selection of samples. (Thru Pharm. Abs. 14, 137, 1949).

Aqueous Concentrate Of The Flower Of Lily Of The Valley, F. D. Zil'berg. U.S.S.R. 68, 444, May 31, 1947. Addition to U.S.S.R. 55,735. Lily of the valley flowers are extracted with a mixture of $CHCl_3$ and 96° alcohol. The solvents are driven off, the insoluble residue filtered off, and the aqueous filtrate is treated with AlO_3 to precipitate extraneous substances. (Thru C. A. 43, 6371, 1949).

The Package

THE PACKAGE is the raiment of the product . . . its everyday, go-to-market clothes. The package is next to the product, not only in use, but in importance as well. Upon it, in large measure, depend the reputation of the packer, the reception of the product and the

satisfaction of the consumer. A good package is an outward suggestion of inward excellence. It is positive protection for, complete identification of, and stimulating attraction to the product. It is practical for its contents, convenient for its users, efficient for its usage. It is honest of construction and truthful of statement. It is well able to take the bumps and thumps of shipment and arrive at its destination ready for business. It is a point-of-sale salesman—an appeal to the eye and an invitation to the hand. It looks well, tells well, and above all, does well. It helps move goods. It is a new solicitation to old customers every time the product is used. The combination of a good product and poor package is unfortunate; a good product and a good package, unbeatable. —Phoenix Flame

Technological Aspects of Lanolin

(Continued from page 380)

From the results obtained there is no indication that the free, combined, or total cholesterol has any effect on the water absorption power of lanolin.

Contrary to popular belief the benefits derived from lanolin are not centered about the properties of the individual fatty acids or alcohols present. The water absorption and emollient properties of lanolin are due to the composition of the mixture. This mixture which we call lanolin is essentially a chemical combination of fatty acids and alcohols in ester form. No evidence has been published to show that any chemical individual contained in the mixture is entirely or partly responsible for the properties of lanolin.

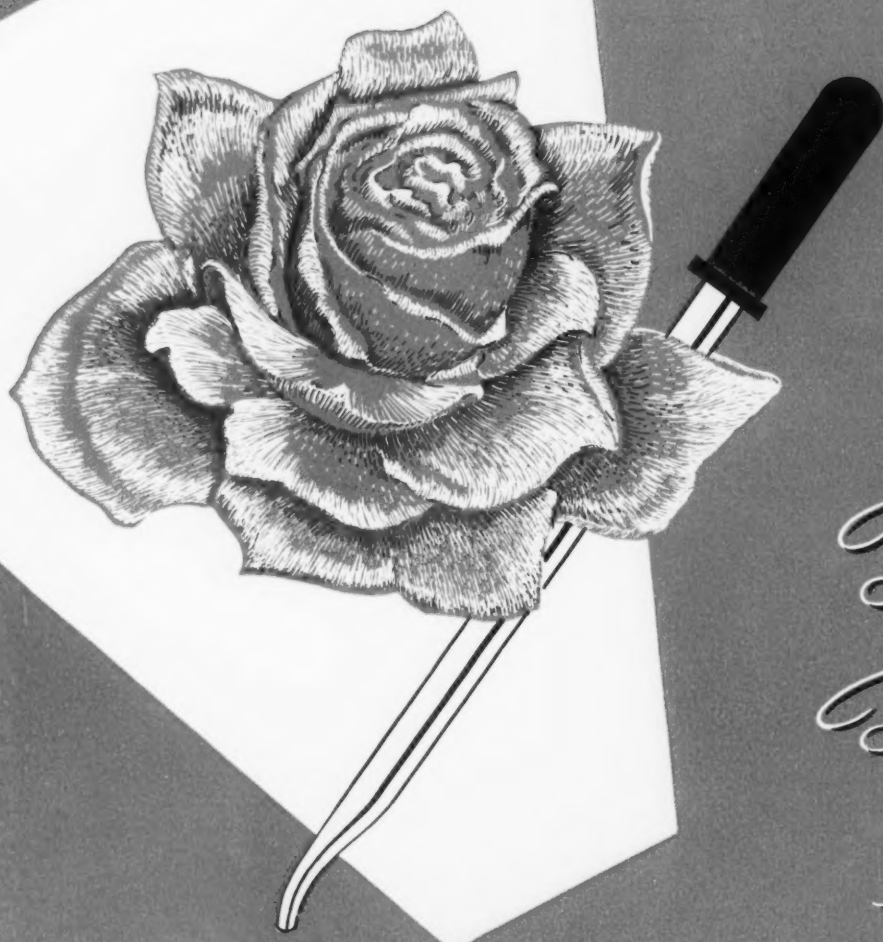
BIBLIOGRAPHY

1. S. G. Barker "Wool Quality" Wool Industries Research Assn. Great Britain, 1931.
2. Pharmacopoeia of the U.S. of Amer. XIII April 1, 1947. Mach Printing Co., Easton, Pa.
3. Weitkamp, J. Amer. Chem. Soc. 67, 447 (1945).
4. John E. W. McConnell. Antioxidants in Vegetable Oils, Amer. Perfumer & Essential Oil Review Sept. 1947.
5. Lewkowitsch and Warburton. "Oils, fats & Waxes" Vols. I, II, & III MacMillan & Co. Ltd. London 1922 6th Edition.
6. Windaus and Tschesche, Z. Physiol. Ch. 191, 55 (1930).
7. Ruzicha et al. Helv. 27, 472 (1944).
8. Ruzicha et al. Helv. 28, 759 (1945).
9. Ruzicha et al. Helv. 29, 204 (1946).
10. Powers, et al. J. Amer. Pharm. Assn. Scientific Ed. 29, 14 (1940).
11. British Pharmacopoeia, 6th Addendum Aug. 1, 1943.
12. R. S. Griffin, Technical Methods of Analysis, McGraw-Hill Book Co. New York 1927.
13. Gardner et al. Biochem. J. 15, 363 (1921).
14. Windaus, Z. Physiol. Chem. 65, 110 (1910).
15. Anderson, Biochem. J. 71, 407 (1926).
16. W. C. Griffin, Emulsifier Evaluation by Water Absorption, Proceedings of the Scientific Section of the Toilet Goods Assn., nc. 6, (12/5/46)

Cosmetic Excise Tax Collections

Tax collections for the period ending March 1950 are:

| | 1950 | 1949 | 1948 |
|-----------|-------------|-------------|--------------|
| January | \$9,836,052 | \$9,648,063 | \$10,371,512 |
| February | 11,654,681 | 12,984,776 | 12,290,714 |
| March | 6,811,063 | 6,796,181 | 6,927,991 |
| April | | 6,913,884 | 6,927,991 |
| May | | 6,983,445 | 6,660,851 |
| June | | 7,625,450 | 7,283,509 |
| July | | 6,776,881 | 7,332,070 |
| August | | 7,807,221 | 7,506,518 |
| September | | 6,859,446 | 6,890,757 |
| October | | 6,760,409 | 6,335,804 |
| November | | 7,738,779 | 6,872,541 |
| December | | 7,312,007 | 8,079,746 |



Rose Rouge A.P.

A remarkable interpretation — embodying all the rich, warm fragrance of the Bulgarian Otto.

It may be used to completely or partially replace the natural Rose. It blends smoothly and has excellent fixative powers.

Rose Rouge A. P. is another in a long line of distinctive specialty bases developed by our research chemists for perfumers who demand top quality and value.

A Specialty to replace the Natural Rose... by

AROMATIC PRODUCTS, INC.

15 East 30th Street, New York

CHICAGO • DALLAS • MEMPHIS • PITTSBURGH • GLENDALE, CALIF.

FLAVORS



Dr. Morris B. Jacobs

Aromatic Plant Extracts

How a new Swiss method makes possible the preparation of water soluble powder plant extracts . . . Specific applications and results claimed by the inventors

MORRIS B. JACOBS, Ph.D.*

THERE are a number of methods of securing aromatic vegetable extracts. These procedures are (1) steam distillation, (2) dry distillation, (3) expression, (4) maceration and filtration, (5) enfleurage, (6) adsorption on activated carbon and the like, and (7) solvent extraction of various types. There are, of course, variations of these methods and many have been reported in full in the literature.

Dr. Andre Girardet and Elie Pouterman of Germinal S.A., of Lausanne have disclosed an invention (Swiss Patent 262262, published September 16, 1949, Class 34d) which has for its objective the manufacture of aromatic plant and vegetable extracts starting with the seeds, roots, and other parts of the plant to yield products which are completely soluble in hot water. These extracts not only contain practically all of the soluble components of the plant or the part of the plant from which the extract is made but also its aroma.

Broad Use of the Process

Claims are made for the use of this process with a wide variety of plants such as the flowers of camomile, clove, and elder; the fruits seeds or beans of anis, coffee, car-

damom, cumin, fennel, nutmeg, and vanilla; the roots, tubers or rhizomes of garlic, galanga, and ginger; the fruit and peel of bergamot, lemon, mandarin, and orange; the bark of cinnamon; the leaves of laurel, maté, melissa, peppermint tea, and verbená; and plants like hyssop, marjoram, sweet clover, wild thyme, and thyme.

Description of the Process

Broadly speaking the process consists of separating as one portion, the volatile components of the material being treated and as another portion the nonvolatile components soluble in water as an aqueous solution. The latter is concentrated and then is reunited with a part of the aromatic volatile components previously separated. It can best be illustrated by the use of several examples.

Peppermint Extract

Five kilograms of fresh peppermint leaves are treated by redistillation, that is cohobation, in order to obtain all of the essential oil from the leaves. After carrying away the oil, the leaves are continued to be subjected to extraction until all of the soluble components of the leaves are extracted. A yield of about two to four liters of a solution of the soluble extractives is obtained in this way. This solution is

filtered, centrifuged, and concentrated on a water bath or under vacuum in the usual way to get a thick syrup. Sufficient lactose, about 500 grams, is added to give a paste and this is dried at about 50 deg. C. The dry powder is pulverized and 12.5 grams of the essential oil obtained in the first step is added. The quantity of lactose added to the syrup is just sufficient to preserve the final product as a dry powder and to assist in dispensing the powder when it is to be used.

When 1.5 grams of the powder obtained as described is dissolved in a cup of hot water, it yields an infusion which closely resembles an infusion of natural fresh peppermint.

As an alternative process the dry leaves of peppermint are subjected to steam distillation at 100 deg. C. in order to separate the essential oil. After this the residue is boiled in water at 130 deg. C. for half an hour and then it is steam distilled at 130 deg. C. as a means of eliminating the odor of grass or hay that is always possessed by infusions which are based on the dried plant or the plant that has been stored for some time. After the elimination of the disagreeable odors the boiling of the leaves is continued in water at 130 deg. C. for an additional half hour to get the solution

* Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.



Please expect excitement when you use
A NORDA ORIGINAL

Your new odor's here. It's A NORDA ORIGINAL, ready for you to name it.

Use A NORDA ORIGINAL to start a line of products toward quick success. Every NORDA ORIGINAL has a modern, memorable bouquet—a spicy, lingering fragrance.

Plan a complete line — colognes, toilet waters, creams, perfumes, deodorants, lotions, soaps, lipsticks — with every item distinguished by A NORDA ORIGINAL.

Send for free samples of the smell that will sell your product. Just ask for A NORDA ORIGINAL. Come to Norda today.

NORDA MAKES
GOOD SCENTS

Norda ESSENTIAL OIL AND CHEMICAL COMPANY, INC.
601 West 26th Street, New York 1, N. Y.

CHICAGO • LOS ANGELES • ST. PAUL • MONTREAL • TORONTO • HAVANA • MEXICO CITY • LONDON • PARIS

388 May, 1950

The American Perfumer

of the soluble components desired. Then this solution is treated as described in the preceding section.

Verbena Extract

The leaves of verbena, also known as vervain and wild hyssop (*Verbena hastata* L.) may be processed in almost exactly the same way in order to prepare dry powders. These can be utilized as desired for the preparation of beverages or for other purposes.

Melissa

Their experiments showed that leaves of balm mint, *Melissa officinalis* L., which is also known by a wide variety of names like balm, sweet balm, and lemon balm among others can also be treated as described for peppermint in order to prepare a dry aromatic plant extract.

Chamomile

A variation of their method is presented in the processing of chamomile, *Anthemis nobilis*. About 5 kilograms of freshly picked chamomile leaves are treated in a special apparatus with a mixture of water and steam. The oil of chamomile floating on the liquid mixture is extracted with petroleum ether (boiling at about 50 deg. C.) The aqueous part of the mixture is evaporated to a syrupy consistency and about 500 grams of lactose is added to this syrup as detailed above. The entire mass is dried at 60 deg. C. This product is ground to a powder and it is mixed with the petroleum ether solution of the chamomile oil. The petroleum ether is driven off and in this way a dry powder is obtained which is entirely soluble in water. The lactose serves the same purpose in this variation as that detailed for the preparation of peppermint extract.

The inventors claim that their method enables one to have dry powders available at all times for the purpose, for instance, of making beverages. In particular they claim that their infusion of peppermint is superior to that prepared with the dry peppermint leaves customarily found commercially available.

Flavored Notes

IN Swiss patent 263267, Dec. 1, 1919, class 34 d, obtained by the Laboratories Medial S.A., of Geneva, a process is disclosed for the preparation of a coffee extract. This process provides a product which is free from the lipid material of the

coffee bean and also from those components which are more volatile than alcohol. Briefly the method consists of extracting ground roasted coffee with ethyl alcohol at ordinary temperature. The alcoholic extract is chilled to at least -10 deg. C. to precipitate the fats, and the alcoholic layer is separated by decantation, filtration, or centrifugation at a low temperature. If the concentration of fat is high two layers are formed before chilling and it is necessary to separate these before refrigeration. If the extract on the other hand is too dilute, it is concentrated *in vacuo* and then chilled. The defatted alcoholic solution is reunited with the dry residue from a hot water extn. of the dearomatized coffee and the alcohol is evaporated under vacuum or at ordinary pressure while stirring the mixture.

At the First-Meeting-In-Miniature of the Metropolitan-Long Island Sub-section of the New York Section of the American Chemical Society held March 17, 1950 a paper was presented by N. Wishniefsky, Morris B. Jacobs, and Donald F. Othmer on the Extraction of Essential Oils and their Separation from Terpenes and Sesquiterpenes. A solvent method is used. Details of this paper will be described in a forthcoming issue of the AMERICAN PERFUMER.

In Swiss patent 262670, Oct. 1, 1919, class 116h, awarded to Ed. Geistlich Sohne A.-G. fur chemische Industrie, a method is detailed for the stabilization of vitamin C solutions. In this process sequestering agents such as ethylenediamine tetraacetic acid, nitrilotriacetic acid, and uramildiacetic acid are used to form complex compounds with metallic ions which can catalyze the oxidation of ascorbic acid and thus destroy its biological activity. It is very likely that such sequestering agents can be utilized for analogous purposes in flavoring compositions. —M. B. J.

Anonymous Letter Emphasizes Need for Law Amendment

An anonymous letter that is being sent manufacturers and processors in the food industry points out a situation that is being given careful consideration by orange growers, orange processors and other food manufacturers whose products look more attractive when U.S. certified food colors are added.

The letter points out that orange growers are likely to be denied substantial participation in the soft

drink and other industries because the FDA objects to the use of artificial color for genuine orange drinks (and other food products) even though they are labeled as containing U.S. certified food colors. This, it is added, makes it likely that orange growers and fruit processors will be permanently prevented from participating in the large and important refreshment drink market which is potentially larger than any outlet for oranges. Under the court decision in the Birely case together with interpretations of the law by the FDA, the use of U.S. certified food colors in any orange juice product would be banned. The ban only applies to soft drinks or other products when they are flavored with genuine orange juice. It does not apply to synthetic soft drinks.

It is not commercially practicable in view of costs and flavor keeping qualities to use sufficient orange juice to eliminate the need for artificial coloring. The better orange drinks contain from 3 to 15 per cent of orange juice and certified food colors give them color to make them more attractive.

The letter urges an amendment to the federal food, drug and cosmetic law providing that the label disclose the presence of U.S. certified food color or U.S. approved artificial food color.

Large Quantities of Citrus Oils Exported by Italy

Italy reports to the Department of Commerce a brisk export of large quantities of Sicilian and Calabrian lemon, orange, mandarin, and bergamot oils. Prices were off. Exports of perfumery essences during all of 1949 are reported as satisfactory, and greater than the year before. Most of the merchandise was shipped to the United Kingdom, France, Argentina and Brazil. Sicilian producers are using the most modern machinery. The quality of the essential oils is under the control of an association at Messina. There will be an international conference at Reggio Calabria, to study the problems of the citrus fruit industry and the production of perfumery.

Ceylon reports, in 1919, 15,000 ounces of cinnamon-bark oil shipped to the United Kingdom, Italy and the United States. Cinnamon-leaf oil totaling 1,376,144 ounces was chiefly distributed to the United Kingdom, Malaya and the United States. Ceylon, likewise, exported 458,377 pounds of citronella oil chiefly to the United

exclusively yours
A "D & O" ORIGINAL



For you and for your product alone

a distinctive fragrance with virtuosity and personality. D&O original scents are composed with irresistible subtleties to create olfactory impressions that coax and cajole attention to *your product*. Yet, surprisingly enough, ***D&O originals are modest in cost.*** D&O offers you more than 150 years' experience, vast research and manufacturing laboratories and a staff of master perfumers to help solve your perfuming problems. ***Consult D&O.***



DODGE & OLCOTT, INC.

180 Varick Street • New York 14, N. Y.

ATLANTA • BOSTON • CHICAGO • CINCINNATI • DALLAS • LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO
 ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUME BASES • VANILLA • FLAVOR BASES

Kingdom, Belgium, Holland and the United States.

Siam sent to the United States last year \$18,985 worth of gum benzoin, and \$20,729 worth of gum karaya. Korea has announced it is cultivating, in its mountainous areas, citronella, cinnamon and peppermint, also some patchouli and vetiver. Formosa, during 1949, exported 445 metric tons of essential oils, and 30 metric tons of camphor. China, from Shanghai, sent to the United States in 1949, 900 pounds of peppermint oil worth \$3,610; and 26,400 pounds of citronella oil worth \$23,732. Musk exports totaled 24.5 pounds valued at \$10,939. Shanghai, also during 1949, sent us 68,600 pounds of menthol valued at \$515,933.

Imports of Sugar from Puerto Rico Restricted — Cuban Strike

In late March the Supreme Court announced its opinion in the three cases involving the limitation on the amount of direct-consumption sugar that may be brought into the United States from Puerto Rico. In a 7 to 1 decision, the Court held the Secretary of Agriculture had properly exercised his administrative discretion in allotting the quota for Puerto Rico in 1948. The effect of the decision is to support the Secretary in the exercise of complete discretion. The Court also held Congress had the Constitutional right to limit the quantity of sugar which could be brought into the United States from Puerto Rico. Those who are interested in details will be wise to send to the Department of Agriculture, Production and Marketing Administration, Sugar Branch, Washington, D.C. for the Sugar Reports No. 7 issued on March 16, 1950. Late in March, U.S. sugar beet men went to Cuba for a conference on world market conditions. It is the first

time such talks have been held. Unfortunately, however, just a few days later the unionized labor in the Cuban sugar industry struck all over the Island Republic, tying up just under a hundred different units of the industry. The strike was aimed at securing vacations with pay. At last accounts, the Cuban Government was actively trying to compose the differences. It is interesting to know that the American Sugar Refining Co. reported record sales, but with the smallest export business since 1913.

New Essential Oil Producing Plant Near Alexandria, Egypt

The African drought, the worst in one hundred years, scarcely touched the Mediterranean countries of North Africa. In Egypt they have built a modern concrete and brick factory about 15 miles southeast of Alexandria for the extraction of essential oils. The same firm has a plant in upper Egypt where they produce geranium, garlic, peppermint and spearmint oil. The new plant occupies the equivalent of 400 acres. It produces 5000 kilograms of essential oils. It is expected to manufacture jasmine oil. They are also experimenting with mimosa. They will soon be in the market for new machinery. They grow their own geranium, peppermint, spearmint, jasmine, garlic, and plan to grow mimosa. About 30 per cent of their product is geranium oil, 40 per cent peppermint oil, 20 per cent spearmint oil and 10 per cent garlic oil. About one-fifth of the total production of the company is utilized locally in perfume, soap, and medicines. The other 80 per cent is exported, a large part of the geranium and garlic oils coming to the United States. The peppermint and spearmint oils are purchased by Holland, France and the

United Kingdom. Reunion Island, another area identified with Africa, in the fourth quarter of 1949 exported 8000 kilograms of geranium and 9000 kilograms of vetiver. From Tanganyika, American Counsel Nicholas Feld at Dar Es Salaam, reports to the Department of Commerce the production of 578 tons of beeswax, 2339 tons of sesame, 380 tons of pyrethrum, 873 tons of gum arabic and 70 tons of colombo root.

Three in Allied Trades Get Awards for Brand Names

Three manufacturing companies in the cosmetic and its allied trades were honored at the fifth annual Brand Names Day at the Waldorf Astoria, New York, N.Y. April 5. The Brand Names Foundation presented certificates to brand names which have been tested by the American public for over half a century. The awards to companies in the allied trades were for names that had been in use for over 75 years. They are: Burton's pure flavoring extracts, 1872, W. Burton & Co., a subsidiary of Fred Fear & Co., Brooklyn, N.Y.; Colgate, dentifrices, 1873, Colgate-Palmolive-Peet Co., Jersey City, N.J.; and Lydia E. Pinkham Vegetable Compound, 1875, Lydia E. Pinkham Medicine Co., Lynn, Mass.

Flavors are featured in a special 24 page catalog and price list issued by the J. N. Hickok & Son flavor division of Ungerer & Co., 161 Avenue of the Americas, New York, N.Y. In addition to listing numerous types of flavors offered, the company calls attention to its Flavor Service Laboratory which is at the disposal of all customers of the company for the solution of any problem involving the use of flavoring materials.

HOW TO **solve** YOUR COLOR PROBLEM
... IN THE QUICKEST POSSIBLE WAY

Note this D. & C. and Ext. D. & C. Colors for Perfumes, Soaps, Shampoos, Bath Salts, Toilet Preparation Compounds, Waxes, and Brilliantines. Try SAPONINE today—the perfect foam producer.

SAMPLES MATCHED

Eastern Representatives of Wm. J. Stange Co., Chicago, Ill.

LEEBEN

CHEMICAL CO., INC.

389 WASHINGTON ST., NEW YORK 13, N. Y.

Use F. D. & C. Certified Food Colors for Flavoring, Extracts, Flavors and all other food products.



TEL.: WALKER 5-0210-0211

*have you
considered
today's demand
for*

solid cologne?

The vogue for Solid Cologne is increasing to a degree where the trend-conscious cosmetic and perfume manufacturer may well consider such a product for his line. Felton has pioneered in the development of special perfumes of exceptional effusion and unusual persistence — ideal for this type of product and offers you whole-hearted cooperation in the creation of a solid cologne for your line — from the stick, itself, to the most intriguing perfume for it.

For further details — simply write your name and address on the border of this ad and mail it to us today!



FELTON CHEMICAL COMPANY, INC.
599 Johnson Ave., Brooklyn 4, N.Y.
BRANCHES IN BOSTON • PHILADELPHIA • LOS ANGELES
ST. LOUIS • DALLAS • CHICAGO • MONTREAL • TORONTO

AROMATIC CHEMICALS • ESSENTIAL OILS • PERFUME OILS • FLAVORS

Association Calendar

- May 16-18—Toilet Goods Assn. Waldorf-Astoria Hotel, New York, N.Y. (Scientific Section meeting May 18)
- May 19—Society of Cosmetic Chemists. Savoy Plaza Hotel, New York, N.Y.
- May 21-24—American Spice Trade Assn. Shawnee Inn, Shawnee-on-Delaware, Pa.
- June 6—American Assn. Candy Technologists, annual meeting, Waldorf Astoria Hotel, New York, N.Y.
- June 12-13—Chemical Specialties Manufacturers Assn. Drake Hotel, Chicago, Ill.
- June 15-17—Toilet Goods Manufacturers Assn. of Canada. Bigwig Inn, Ontario.
- June 19-21—Synthetic Organic Chemical Manufacturers Assn. joint outing with Manufacturing Chemists Assn. Monmouth Hotel, Spring Lake, N.J.
- June 20—BIMS. Golf tournament, Ridgewood, N.J. (July 18, Wheatley Hills; August 22, Winged Foot Country Club, Mamaroneck, N.Y.)
- June 21—National Beauty & Barber Mfrs. Assn., Summer outing, Huntington Crescent Country Club, Huntington, L.I., N.Y.
- July 30-Aug. 3—National Assn. of Variety Stores variety merchandise fair, La Salle Hotel, Chicago, Ill.
- Oct. 1—National Beauty & Barber Mfrs. Assn., Palmer House, Chicago, Ill.

Cincinnati Assn. to Hear Talk On Top Nazis at May Meeting

John Dolibois, executive secretary of the Alumni Assn. of Miami University, Oxford, Ohio, will be the guest speaker at the May 25 meeting of the Cincinnati Drug & Chemical Assn. His subject will be "I Knew Top Nazis."

Beauty and Barber Mfrs. Assn. to Convene Oct. 1 in Chicago

The 1950 convention of the National Beauty & Barber Manufacturers Assn. will be held in the Palmer House, Chicago, Ill. starting October 1.

Tri-City Golf Outing July 25 at Birmingham Golf Club

The annual Tri-City golf outing and Ladies Night dance of the Chemical & Allied Industries Assn. will be held at the Birmingham Golf Club July 25. The Chicago and St. Louis associations as usual will be present and this year special invitations have been sent to associations in Cleveland and Cincinnati. At the April 24 meeting of the Chemical & Allied Industries Assn. meeting at the Detroit

Leland hotel, James McKibbin spoke on the story of the Hypodermic. This is the replacement for the hypodermic syringe. Golf dates at the Birmingham Golf Club are: May 23, June 27, July 25, August 22 and September 26.

Cleveland Drug & Chemical Club Installs Officers for 1950-1951

The following officers were installed for the 1950-1951 season at the last meeting of the Cleveland



Ray Shamel

Drug & Chemical Club in the Carter Hotel, Cleveland: President, Ray Shamel, district manager, Mallinckrodt Chemical Co.; Vice President, Robert W. Gould,



Robert W. Gould

vice president, Bonne Bell Inc., cosmetic manufacturers; Secretary, Thomas Chadwick, district manager, Charles Pfizer Co.; and Treasurer, William Gussman, president of the Bio-Chemical Co.

ADACIOM Members Hear Talk by Jan Oostermeyer

Jan Oostermeyer, president of the Shell Chemical Corp. was the chief speaker at the May 10 meeting of the Associated Drug & Chemical Industries of Missouri. Mr. Oostermeyer was born and educated in Holland and spent 20 years in the Orient. He spoke on petroleum in the chemical industry.

All Invited to Meeting of Fragrance Foundation May 18

Non-members of the Fragrance Foundation, Inc. as well as members of allied businesses are warmly welcome to attend the first annual meeting of the Foundation in the Basildon Room of the Waldorf-Astoria Hotel, New York, N.Y., at 10 a.m. The tentative program includes the report of the treasurer, Samuel Rubin; the report of the president, J. S. Wiedhopf; the report of the coordinator, Mrs. Miriam Gibson French and the election and installation of officers. After the meeting the group will join the T. G. A. for luncheon. Every one who has a stake in the business of fragrance should be interested to learn what has been accomplished by the organization which was incorporated last June.

Chemical Specialty Mfrs. Assn. Soap and Detergent Program

The Soap and Detergent Section of the Chemical Specialty Manufacturers Assn. will meet June 11, 12 and 13 in the Drake Hotel, Chicago, Ill. Sunday evening June 11 there will be a supper meeting. June 12 there will be a round table discussion and symposium on fatty acids. The moderator will be A. Peck. June 13 will be reserved for a technical session in the morning and a business meeting in the afternoon. The papers scheduled are: Foam Measurement, Melvin Fuld; Optical Bleaches in Soaps and Detergents, Edwin Stearns; Evaluation of Paint and Linoleum Cleaners, Jay Harris; Sulfonation of Alkyl Aryls, J. E. Kircher; and Recent Developments in Nonionic Surface Active Agents, Martin J. Cross.

National Beauty Salon Week to be Held Oct. 22-29

The National Hairdressers and Cosmetologists Assn. is arranging a national Beauty Salon Week to be held October 22 to 29. Philip Parker is chairman of the committee arranging it. Its purpose is to awaken American women to the value of their loveliness; to advise them how best to care for and enhance this asset; to acquaint them with the vast amount of education, training and experience synonymous with professional beauty care; and to teach them to seek professional service as the best way to be and to stay beautiful.

Book Reviews

FORMULAIRE De PARFUMERIE ET DE COSMETOLOGIE. R. M. Gattefosse. (Written in French) Cloth covers, 6x9 in., 368 pages. Girardot & Cie. 1950. Price \$7.50

M. Gattefosse says in the beginning of his book that no formulary can set forth all that is known on a subject and serve to replace the originality of a good chemist. Not intended to be an encyclopedia of all knowledge of the art of formulating perfumes and cosmetics, the book nevertheless provides a large number of formulae of interest to the perfumer or cosmetic chemist.

The author includes much material on the newer synthetic aromatics and provides adequate information on their uses. In addition, there is much here of interest to the non-technical person, including information on the families of flowers from which essential oils are derived. Furthermore, the book shows what results are obtained by combining the different perfumer's materials. The section on cosmetics contains many formulae and is definitely post-war as far as material is concerned.

FEDERAL FOOD, DRUG AND COSMETIC ACT Judicial and administrative record 1938-1949. Vincent A. Kleinfeld and Charles Wesley Dunn. Cloth covers, 7x10 in., 895 pages. Price \$17.50

This is an exceedingly valuable book prepared by Charles Wesley Dunn, a master of the law covering foods, drugs and cosmetics and Vincent A. Kleinfeld who is in general charge of litigation under the federal Food, Drug and Cosmetic Act over which the Department of Justice has jurisdiction.

Basically the book is divided into three portions. The first contains every opinion rendered under the federal Food, Drug and Cosmetic Act which appears in the jurisdictional law reports and in addition various "unpublished" decisions which cannot be found except perhaps in notices of judgment by the F.D.A. Each opinion is digested and each digest contains references to the various subsections of the Act to which it applies.

The second part contains all of the trade correspondence and statements of general policy or in-

terpretation issued by the F.D.A. These are the day by day informal announcements and answers by the F.D.A. on current problems. They are illuminating in attempting to find a solution to many problems. They afford a key to the thinking of the F.D.A. and are of help in gauging probable official answers to similar problems. Each item is preceded by a brief digest of its coverage.

The third part lists under each subsection of the Act references to the applicable regulations of the F.D.A., citations to all relevant cases decided under the Act of 1906, citations to the decisions rendered under the Act of 1938, citations to decisions under the Federal Trade Commission Act and citations to pertinent opinions of the attorney general and citations to trade correspondence and statements of policy and interpretation.

The full text of the Act is given and numerous useful forms are reproduced. A detailed 25 page index adds considerably to the convenience of this very useful book.

SCHIMMEL REPORT 1946. Paper covers, 6 x 9 in., 123 pages. Illustrated. Schimmel & Co., New York, N.Y. 1949. Price \$3.

The 1946 report follows the pattern of the 1945 Report and earlier ones before it. The contents are divided into three sections: 1. Essential Oils and Related Materials; 2. Aromatics and Related Products; and 3. Statistical Notes. Sections 1 and 2 are handled in similar manner, namely a description of new developments or agricultural and scientific methods, pharmacology and miscellaneous industrial products or applications.

The statistical data are a valuable adjunct started in original Reports many years ago. These record products, production and market prices together with figures on amounts of the various oils exported and imported by different countries.

The coverage of material appears to be exceedingly good. It is thought by this reviewer that the section on aromatics could be expanded, although stress by the Reports has usually been on the natural essential oils. If further suggestions are in line, it is suggested that the bonds between parts of the organic molecules be made into continuous lines in all places, and that the printer be careful in guiding them to their proper place, a most difficult job when one at-

tempts to maintain symmetry in printing.

No errors were noted. The type is easy to read and the Report well published. The illustrations are well reproduced and the subject matter is thoroughly indexed. It is a valuable addition to all libraries dealing with essential oils, aromatics, drugs, cosmetics and related products such as flavors.—M. G. deN.

SOAPS AND DETERGENTS.

E. G. Thomssen, Ph.D. and John W. McCutcheon, M. A., F. C. I. C. Cloth covers, 511 pages, 66 illustrations. MacNair Dorland Co. 1949. Price \$9. Foreign \$9.54.

This book meets the need for a new book on the technology of soap making which has been felt for some time. Developments in synthetic detergents make the material presented of great value. Not only is the relatively new field of synthetic detergents thoroughly discussed but a tabulation of around 250 surface active agents, their classification, trade names, manufacturers and application in the soap industry adds to its value.

The book is essentially a practical volume for the practical soap maker written from two decades of experience of the authors. In it continuous soap making processes, soap perfuming and coloring, new equipment, processes and methods are covered. The present work replaces "Modern Soap Making" by Dr. Thomssen and C. R. Kemp which has been out of print for some years. Due to the advances that have been made in the soap industry in the last ten years it was deemed necessary to write a completely new work. It is undoubtedly the most up to date and authoritative book on the subject published in the United States.

OFFICE WORKERS' MANUAL.

Alexis R. Wiren. Laminated paper covers 4 1/2 x 6 in., 36 pages. Bureau of Business Practice. 1950. Price 50¢.

To help business cut down on unnecessary turnover in office personnel the author who is director of methods planning at the Equitable Life Assurance Society has written this digest size manual. It is illustrated throughout in two colors and under 28 headings office workers are shown that their problems are everybody's problems. The author shows which type must be faced and which can be ignored and how to handle all of them.

SOAPS

The New Soap "Dial" Goes to Town

How Armour & Co. produced and marketed a deodorant soap based on a neglected chemical discovery . . . What was done before it was placed on the market and its remarkable sales success

NED CHASE

SUCCESS of Armour and Co.'s new deodorant soap, Dial, has the producers working round the clock trying to keep up with demand. Armour claims that Dial is the first bath and toilet soap ever made that is actually germicidal, and hence is the first real deodorant soap. The story of Dial is an interesting case history from both the chemist's and merchandizing man's points of view.

Dial's origin goes back to wartime and the researches of a German-born chemist, Dr. William Gump, for the Givaudan-Delawanna Co. Dr. Gump was hired specifically to develop new germicides. Experimenting with different chlorinated phenols combined with formaldehyde, he came up with a new organic chemical with a 32-letter scientific name which for short is called G-11. The new chemical was found to be deadly to germs but, unlike most antiseptics, was odorless and non-irritating to the skin. Most important, G-11 was found to be the first and only germicidal ingredient that retained its power when mixed with soap.

Soap Makers Cold to Idea

In 1913, Dr. Gump, representing Givaudan-Delawanna, made a business tour of the country to try to interest the soap manufacturers in his new G-11, and in G-4, a closely related chemical he devel-

oped along with G-11, which was fungicidal. Curiously enough, in the light of later developments, he met with negative answers. Soap manufacturers could see no mass sales for a germicidal soap, even one that actually worked. They associated the idea with medicinal smelling concoctions, irritating to the skin, that would merely alienate their public.

At Armour & Co. headquarters in Chicago, Dr. Gump left two bottles of his new chemicals, one of G-11, the other containing G-4. It was to be three years later before a bright young chemist with a lucky hunch was to take them off the shelf to make soap history.

Meanwhile, though Dr. Gump's G-11 was quite neglected, G-4 was used as an anti-mildew agent for the Armed Services to protect tarpaulins, tents, and similar equipment. Much of Givaudan-Delawanna's large plant in this country was taken up with G-4's production. Under the shadow of World War II, thoughts of deodorant soaps and comparably frivolous products were far from chemists' minds.

However, in 1946, the Armour management decided that it needed a top new product to catch the postwar market. Everyone in the company was alerted to suggest ideas. One suggestion that came into the Armour labs to the attention of Dr. Madison Sheely, head



of the lab, and his assistants, Drs. E. W. Colt and Bob Casely, was for a deodorant bath and toilet soap. It was the suggestion of a highly respected man in the company, Ken Brouwer, an assistant sales manager, who thoroughly knew the potential markets.

Casely and Colt chatted briefly about the idea with no great hope of being able to do anything about it. They listed about 15 different ingredients of possible use. Casely remembered the old bottle of G-11 Gump had left with them three years earlier. He wrote down G-11 last on his list, as an afterthought.

For a period of several months, Casely experimented with the various substances on the list. No luck. G-11's turn came up. Casely then had an intuition, a master hunch. He recalled that G-11 was the only germicide that stayed potent in soap and was non-toxic. A thought came to him that any good chemist



In each of these great centers of the Soap, Perfumery and Cosmetics industries there is a Chiris company, with a complete production and distribution service. These companies pool all the experience and 200 years of outstanding leadership Aromatic industries have made



technical resources which nearly in the World's Essential Oil and available to the House of CHIRIS.

ANTOINE CHIRIS Co., Inc.

119 WEST 57th STREET, NEW YORK 19, N. Y.

ETABLISSEMENTS ANTOINE CHIRIS
GRASSE - PARIS

ANTOINE CHIRIS, LTD.
LONDON

might logically have entertained, namely that perspiration odor comes from bacterial action and that thus a germicidal soap which really destroyed skin bacteria would automatically function as deodorant soap.

Casely made up some sample bars of soap containing G-11. Then daily, for a period of two weeks, he made tests on himself. While he went about his work in the morning he wore small cotton pads under each armpit. One armpit had been washed with ordinary soap, the other with a soap containing a 2 per cent concentration of G-11. At noon, Casely took the pads from each armpit, placing one in one airtight container, and the other in another. After a few days, he and Dr. Colt sniffed the two containers.

The Deciding Test

One sniff and they knew they had something. The container with the pads from the armpit washed with ordinary soap reeked. The other container gave off a barely perceptible sweet smell. Casely and Colt realized that they had stumbled upon the first deodorant soap ever made, and sensed that it would be a gold mine for Armour, as Brouwer had predicted in his original note suggesting they try to find just such a product.

Much remained to be tested. They knew they had a deodorant; but what kind of soap should contain it, would it be irritating over long periods, was it really effective, what strength of chemical should be used, what tallowes should they use to make the soap? A score of similar technical questions faced them.

First they retained an independent laboratory to corroborate their findings, the Institute for Applied Research at Dayton, N.J. Thorough scientific testing here proved that the new soap was genuinely deodorant. The reasons were evident. Fresh perspiration does not have a perceptible odor. Offensive odor arises only after bacteria, which are naturally on the skin, go to work on perspiration and decompose it, break it down. In other words, perspiration "spoils," just as food spoils.

Final Research Tests

The Institute for applied Research found that the new soap with G-11 reduced the bacteria on the skin an average of 95 per cent, while identical soap without G-11 reduced bacteria only 15.5 per

cent. Thus the soap which was later to be called Dial was proved actually to prevent perspiration odor before it could start. The fact was established. It did not spring full-blown from an advertising man's brain. And tests showed that with regular use the effect was cumulative, that after a week's regular washing with Dial the bacteria count was reduced to a small fixed level, with further growth inhibited.

Armour & Co. arranged with Givaudan-Delawanna to obtain all the G-11 they could possibly get. The chemical was difficult to produce and new facilities had to be built to insure supply.

To forestall one possible source of criticism from persons troubled by the idea of a new chemical in their bath soap, Dr. Louis Schwartz, world-famous dermatologist, who was formerly Chief of the Dermatology Section of the U. S. Department of Health, was called upon by Armour to test Dial for irritation. His findings confirmed what Armour was already sure of, that G-11, or AT-7, as Armour renamed the chemical, was non-irritating and non-sensitizing to even the tenderest skin.

Dr. Casely experimented with various perfumes and came up with a light clover fragrance that promised to please everyone. At the same time, various colors were tested by the Color Research Institute of America for the new soap. Robert Sidney Dickens, industrial designer, was retained to design the bar and wrapper. Some 700 names for the new soap were suggested, and an agency in Boston that specialized strictly in product naming was hired. But every good name suggested was turned down by Armour's legal staff as being already in use or not registerable for some other reason. Finally an Armour employee, Bill Ambrose, an old friend of Brouwer, came up with the name *Dial*, one day in an informal chat with the latter. The lawyers cleared it, everyone around the company took to it, and the advertising group originated the slogan "Keep fresh around the clock—use Dial," with a design of a clock's dial to drive the point home.

Things were moving, but the pay-off test was of course, would the public like the new product?

Nation Wide Consumer Tests

So in the spring of 1947, before Dial was sold at all, consumer tests involving 741 men and 912 women

using the soap a total of at least 6,155 times were conducted in every section of the United States. The results were overwhelming to Armour. *Ninety-seven per cent of the men and women using the soap definitely liked it and nearly all enthusiastically testified to the validity of the claims.*

Armour was now ready to launch the soap on the market in two test cities, Omaha and Oklahoma City. Dial was at first introduced only in drug and department stores. The results were remarkable. The introduction of Dial in these outlets increased drug and department stores' sales of soap by 100 per cent.

Armour decided to add grocery outlets in Omaha to determine finally just how good the Dial market would be. It is an axiom in the soap industry that nine out of ten bars of soap are sold through grocery outlets.

Meantime, Oklahoma City outlets were still restricted to drug and department stores. Within three weeks, Armour found that it was selling three times as many bars per capita in Omaha as in Oklahoma City. For every one bar now being sold in Oklahoma City, three bars were now being sold in Omaha. This convinced Armour that the market was deep and enthusiastic, and that, with the addition of grocery outlets, Dial sales could greatly expand.

Soap Introduced in Leading Cities

Accordingly, Dial was introduced in Chicago starting in August of 1948. Department and drug stores were completely sold out of the product in many cases even before the first advertising appeared. Within eight weeks after its first introduction in Chicago, Dial was outselling the leaders in the bath and toilet soap field. One of Chicago's largest drug chains used six special trucks to keep supplied, and its owner termed Dial the fastest turnover item he had ever carried.

Experienced soap-men who appreciated the fact that Dial was starting from scratch were bowled over by this enthusiastic public acceptance. On the first day of the test sale in Chicago, Mandel's sold 27½ gross (4,000 cakes). Salesmen had difficulty in getting soap in Marshall-Field. However, they obtained permission to give away 12 bars to the first 12 men coming into the Men's Shop. An order blank for reorders was wrapped around each bar of Dial. All 12

Bouquet 1950

Bouquet 1950 is as modern as today! It has a delightfully refreshing appeal which will impart both fragrance and distinction to your creams and lotions.

Words are inadequate to describe this new creation — we suggest a trial test.

Bouquet 1950 is not only distinguished in character but moderate in cost.

COMPAGNIE PARENTO

INCORPORATED

CROTON · ON · HUDSON, NEW YORK

NEW YORK

DETROIT

CHICAGO

LOS ANGELES

SAN FRANCISCO

TORONTO

MONTREAL

men sent in additional orders.

As rapidly as production could be increased, Dial was introduced in New York, Philadelphia, Washington, Baltimore, and other major cities. Bon Marche's in Seattle sold 25 gross of Dial on the very first day of its test sale. The White House in San Francisco broke all sales records including mail orders. One order from a single woman was for \$72 worth, 24 boxes of a dozen cakes each.

In Chicago the first Dial advertisement was a full-page, full-color ad in the Chicago *Tribune* with each individual copy perfumed with Dial's own fragrance. The scent was obtained by adding perfume to the ink used on the Dial page. Telephone calls flooded both the Armour offices and those of the Tribune.

Don's Montclare Self Service Market in Omaha kept track of all toilet soap sales for 90 days. The total was 4,500 bars. Dial's share was 900 bars, despite the fact that Dial was the highest-priced soap in the store and was also a brand new product, unknown to the public. Dealers swamped Armour with orders. Armour's market researchers returned recently to Omaha, and found that one of every four Omaha families is now using Dial soap.

Doctors Approve of Dial

Meantime, Armour began to receive enthusiastic letters from Dial users throughout the nation and even abroad. A staff was needed to answer. Significant was the high percentage of letters from medical persons who found that Dial with its germicidal power appeared to be effective in innumerable types of ailments. Physicians have voluntarily carried on experiments with Dial, and reports began to come into Armour last summer to indicate that Dial will owe its popularity not only to its deodorant effect but also to its unique antiseptic value.

Although Dial is known primarily for its deodorant qualities, many believe its ultimate importance, both saleswise and from the viewpoint of the national welfare, resides in the basic fact that it is an effective germicidal soap. The Armour company quickly realized, on the basis of its extensive laboratory testing, that a soap with AT-7 in it would be perfect for various industrial users, food handlers, doctors, nurses, hospitals, hotels and, in fact, most institutions.

A liquid form of Dial has, there-

fore, been developed, known as Formula 99. It is already being favorably received. Many hospitals are using it, and a large variety of different industrial users are showing an interest in it as an aid in the prevention of industrial dermatitis, for use by food handlers, and so on.

The medical case for Dial is impressive. For example, it is claimed that a surgeon who scrubs his hands for six minutes regularly with Dial, or Formula 99, will remove 100 times more bacteria than he would with a conventional ten-minute scrub-up with other surgical soaps. The soap is useful for mothers and babies, since it is mild to the skin and yet gives real protection to young babies and children, susceptible as they are to communicable respiratory diseases.

Dial materially reduces the chances of infection following skin abrasions and superficial wounds—and thus helps to speed their healing. Also, laboratory tests have shown that washing the face and hands with Dial decreases the possibility of hand-to-mouth transfer of many bacteria. The new soap has been found to be helpful in preventing various skin disorders, such as pimples and numerous pyogenic skin infections. It also is useful in preventing cutaneous skin infections from beauty parlors, barber shops, and from hair follicle infections.

It is too early to tell the full story of Dial's significance from the point of view of national health. Armour's management believes the effect on national sanitation "cannot help but be far reaching."

Laboratory, work, field work, and the accumulating evidence from Dial users point strongly in this direction.

P. & G. Official Calls Good Employee Relations Vital

Full recognition of management's responsibilities to employees is a vital but often overlooked ingredient in any manufacturer's reputation with the public, William G. Werner, manager of the Division of Public Relations of the Procter & Gamble Company, said recently in a talk before the Public Relations Conference of the University of Southern California at Los Angeles.

Mr. Werner listed ways in which his company has implemented its ideals of sound employee relations. These were: a fair and reasonable wage; incentives for a man to pro-

duce above-average results; chance for an employee to accumulate capital for himself; stabilization of employment; and "interest in our people" through close, intimate relations at the supervisory level.

A knowledge and recognition that a company has a fair, workable plan of employee development and rating for promotion does not stop at the factory gate nor even in the worker's home, Mr. Werner declared. "Throughout the community, the plant is spoken of as a good place to work. The organization becomes a preferred place of application for jobs by the better type of employee," he added.

Referring to the company's profit sharing plan, which goes back to 1887, Mr. Werner said it represents incentive "in its broadest and most inspiring and compelling sense" which brings to the employee a realization that "progress and development of the business results in something for him."

Mr. Werner stressed that Procter & Gamble's Guaranteed Employment Plan, now in effect for 27 years, guarantees employment and not an annual wage. Over and above dollars-and-cents savings in costs and in improved quality products, the greatest gain is to the employee, he said, "giving him that feeling of sureness and economic confidence that makes him not only a better employee, but a better all-round citizen."

Guaranteed employment, he added, can and does contribute notably to the solution of one of the most constantly recurring and most disrupting ills of our industrial economy. "While employment cannot be stabilized in every business, any industry which produces goods which are consumed more or less evenly should take a careful look at the possibilities of planned stabilized employment," he said.

U.S. Company Will Enter Whaling Industry

Clifford N. Carver, a director of the Olympic Whaling Co., Inc. has announced that his firm is altering several ships to serve as a whaling fleet to compete with these of other countries. The mother ship of the fleet will have a capacity of 4000 whales of 25000 tons of oil. Olympic's entry into the field will have a considerable effect on the Norwegian whaling industry as the catch of whales is limited by international agreement and any large U.S. operation in the field will reduce Norway's quota of whales.



Lamp Post Cologne Bottle

A polyethylene lamp post is the container for Light of My Heart cologne, produced by Eugene, Inc., New York. Firmly embedded in a wooden base, the bottle by Plax Corp. is eight inches high, topped by a polyethylene cap. The name of the cologne is visible on a projecting street sign lettered in gold with a red scroll. The base and cap are bright yellow.

Procter and Gamble Co., Cincinnati, Ohio, recently announced the introduction of Cheer, a new heavy-duty synthetic detergent now being marketed in Kansas City, Mo. and Syracuse, N.Y. The test marketing of Cheer is being supported by heavy local newspaper and radio advertising. Advertising copy claims that the product eliminates bleaching, bluing, rinsing, and water softening. A 21 ounce package of Cheer sells for 26 to 27 cents, which is comparable to the price of other heavy synthetics. P & G is currently using over 170 newspapers in a campaign to promote its "new formula" Spic and Span and is offering cigaret-like cartons of ten cakes of Camay toilet soap through national magazine advertising as well as commercials on the company's radio programs.

Courtly, Ltd., a division of Hudnut Sales Co., Inc. has begun promotion of a new antiseptic powder designed to capitalize on what is believed to be a growing market for men's toiletries. The potential market is estimated at \$30,000,000 for men's deodorant products, as this field has been left virtually untouched and only about 10 per cent of the men in this country are believed to be using these prod-

New Packaging and Promotions

ucts. Don Beckett, advertising manager of Courtly and Jack Mohr, assistant to C. A. Pennock, president of Hudnut, described the men's toiletry field as becoming a year-round factor in the gift market. It is reported that the campaign for the new Courtly product will include endorsements by coaches, trainers, and other sports figures.

Labelad is the name Kathleen Mary Quinlan, Inc., New York, has applied to its idea of using the back of cosmetics jars and bottles as small-space ads for the company's products. The purpose of the Labelads is to send the customer back for a related item after the original purchase has been made.

Miniature vacuum bottles serve as packages for Keep Cool, a new cologne by Cheramy Inc., New York. The containers for the fragrances come in four color combinations designed, like the containers, to give an impression of coolness.

A new hand lotion made by Pacquin, Inc., New York, uses a label contoured to fit the outlines of the bottle by Hazel-Atlas Glass Co., Wheeling, W.Va. The combination



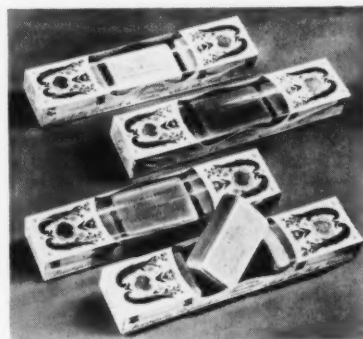
New Lotion Bottle

of label and bottle with white as the predominant color is noteworthy for simplicity and gracefulness of design.

A stylized window box made of styrofoam plastic holds a bottle of nail polish and a lipstick recently

put on the market by Peggy Sage, New York. The two containers are set in the plastic with a cutout picture of a rose growing in a trellis. The set retails for \$1.00 and holds \$1.60 worth of nail polish and lipstick.

Friendship's Garden perfumed soap by Shulton, Inc., New York, comes in three fragrances but only one package. The company has made good use of a flower decorated, acetate windowed carton to permit the label on one of the three



New Shulton Package

bars of soap to act as a container label. This device is doubly useful since the soap is available in four different colors as well as different scents and the identical packages serve to give unity to the line. The packages retail for 50 cents.

A Little Squeeze Does It is the slogan being used in the promotion of Squeeze, a new spray deodorant to sell for 39 cents. The product is being introduced by Dr. Jules Montenier through Squeeze, Inc., a subsidiary of Jules Montenier, Inc. and will be heavily advertised in magazines and one minute spot commercials on television.

Colgate-Palmolive-Peet Co., New York, is using heavy newspaper advertising throughout the country to announce the results of "tests now published in authoritative dental literature which show that brushing teeth right after eating with Colgate Dental Cream stops tooth decay better than any other home method of oral hygiene known today." The tests reportedly cover a two year period and show that one out of three of the subjects had no new cavities during that time.



*Albert Verley & Company, Inc. proudly
presents the product of a ten-year research*



hydroquinaldeine summus

*—faithfully reproducing the
green petal note of the fresh Lilac blossom*

TURN
THE
PAGE



Albert Verley & Company's

hydroquinaldeine summus

brings you the green effect so long sought in the synthesis of Lilac

Ten long years of research . . . leading finally to the discovery of new aromatic chemicals . . . make possible this important announcement of a new major Lilac specialty.

With Hydroquinaldeine Summus, you can now achieve that fresh, green petal note which develops only at certain times of the day, or for a brief moment after the blossom opens. The note is clear and unmistakable . . . truly a faithful reproduction of the living flower.

Hydroquinaldeine Summus in itself is a complete perfume. You can use it also to enhance other Lilac compositions, giving them the effect of fresh Lilacs. And do not overlook its potential for fancy bouquets . . . where, in our opinion, Lilac ranks in importance with even Lily of the Valley, Rose, or Jasmin.

An inspiring experience awaits you when you make the acquaintance of this new specialty.

Write today for working sample and prices.



ALBERT VERLEY AND CO., Inc.
440 W. Superior St., Chicago 10, Illinois
114-116 East 25th St., New York 10, N. Y.
MEFFORD CHEMICAL CO.
1026 Santa Fe Ave., Los Angeles 21, Calif.
ALBERT VERLEY AND CO., Inc.
222 Front St., East, Toronto, Ontario

- Synthetic Aromatic Products and Organic Isolates
- Synthetic Flower Oils and Aromatic Bases
- Bouquets and Finished Compositions

FOREIGN AGENTS

Maximo A. Kuderli,
Rodríguez Peña 233,
Buenos Aires, Argentina

Karl Peter Klagsbrunn,
Rua Ministro Viveiros de
Castro 122, Apt. 10,
Rio de Janeiro, Brasil

Roberto Rapp, Caixa Postal
563, São Paulo, Brasil

Carlos Bobbert,
Casilla 9660,
Santiago, Chile

Agencia de Papeles y
Ferretería, Ltda.,
Apartado Aéreo 4608,
Bogotá, Colombia

Agencia de Papeles y
Ferretería, Ltda.,
Apartado Aéreo 899,
Medellín, Colombia

Fidel Quintero Rubio,
Fabrica de Perfumes,
"Rio Rita"
Calle 35 #44-25,
Apartado Aéreo 525,
Barranquilla, Colombia

Herrera Jenkins, Ltda.,
Apartado 687,
San José, Costa Rica

Juan González, Sitios 355,
Habana, Cuba

H. G. Zevallos Menéndez,
Casilla 602,
Guayaquil, Ecuador

Julio López Martínez,
Apartado 229,
Guatemala, Guatemala

José Farres,
Apartado 7233,
México, D. F., México

Messers Linner & Co., Ltd.
P. O. Box 305,
Managua, Nicaragua

La Química Suiza, S.A.,
Casilla 1837, Lima, Peru

Jaime Verdaguer
Santa Barbara a la Fe 51
Oficina #1,
Caracas, Venezuela

Arthur Feith & Company
501 Latrobe St.,
Melbourne C. 1, Australia

Sapriel & Douek,
16 Sheikh Hamza Street,
Cairo, Egypt

Indiana Trading Corp.,
Motan Building,
Mahatma Gandhi Road,
Karachi 2, India

Assem Beyhum,
King Fouad Avenue,
Beirut, Lebanon

Modern Pharmacal
Products Co.,
886 Rizal Avenue,
Manila, Philippines

I. Spitzglass & Sons
(Pty) Ltd., P.O. Box 3976,
Cape Town, South Africa

New Products and Developments

Labels for Polyethylene

One of the problems of labeling containers made from polyethylene has been solved by pressure-sensitive Kum-Kleen labels according to the Avery Adhesive Label Corp. The label was designed originally for Max Factor's World of Beauty



Pressure Sensitive Labels

cosmetics. Labels are applied with finger tip pressure by the operators in synchronization with fluctuating speeds of the production lines. Manufacturers who are using or planning to use polyethylene in their packaging are invited to write for full information about the labels which it is claimed stick to tricky labeling surfaces.

Aerosol Bombs for Cosmetics

Aerosol bombs are adaptable for the dispensing of various cosmetics such as perfume, sun tan lotions, personal deodorants, toilet water and hair lacquer according to the Bridgeport Brass Co. The basis of the bomb is its packaging under pressure of various materials combined with freon gas in liquefied form and a special valve arrangement made of polyethylene plastic, nylon and metal which results in an air tight package and a fine spray.

Surfactants

Surfactant, is the name of the surface active agent made by the General Aniline & Film Corp. The new name was adopted as the company was not satisfied with the names synthetic detergent or surface active agent as some were

emulsifying agents, some were dispersants and some were wetting agents and the phrase "surface active agents" proved to be cumbersome.

Twistube Containers

A new type of container called the Twistube, for packaging toiletries is announced by the General Cap & Container Co. It consists of a polyethylene sac with a hard cylinder. By turning the bottom of the container the contents in the sac is forced up and out like toothpaste, leaving the cylinder intact. The container stands on its base.

Protective Package Coating

For the purpose of protecting package labels on products containing alcohol, alkali or grease Fisher Bindery has evolved a coating which may be applied like varnish or lacquer but which in fact produces a hard finished film of plastic with a notably high gloss according to the company. It is called Fishercoat and its protective coating is claimed to be of especial value in the cosmetic and soap industries and wherever else packaging may be subject to damage by chemicals. Paper treated with it is said to be soil proof in that it may be freely washed with soap and water without injury.

Manufacturers' Representatives

Stanton Chemicals Co., manufacturers' representatives has been opened with offices at 340 South Fifteenth St., Philadelphia 2, Pa. according to an announcement of Mrs. Bettie Stanton. The company will serve the cosmetic and beauty industries with thioglycolic acid, ammonium and sodium thioglycolate, lauryl sulphates, perfuming agents, resin emulsions and cosmetic detergents.

Increasing Dealers' Use of Helps

A new plan to increase dealers' use of manufacturers advertising helps is offered by the Publishers' Auxiliary. Full details of the plan which is aimed to lower sales costs through increased dealer use of sales helps will be sent on request. It is an editorial service offered without obligation and there is no charge for listing dealer ad helps.

Super Strong Tape Strap

Super strong tape strap is so strong that it will support the weight of 500 lbs. on a simple ribbon, as shown in the accompanying photograph. This gummed paper tape is almost unbreakable the Mid-States Gummed Paper Co. states and is so strong that it may be substituted for steel strapping on many types of containers. It is



Strength of Simple Ribbon of Tape

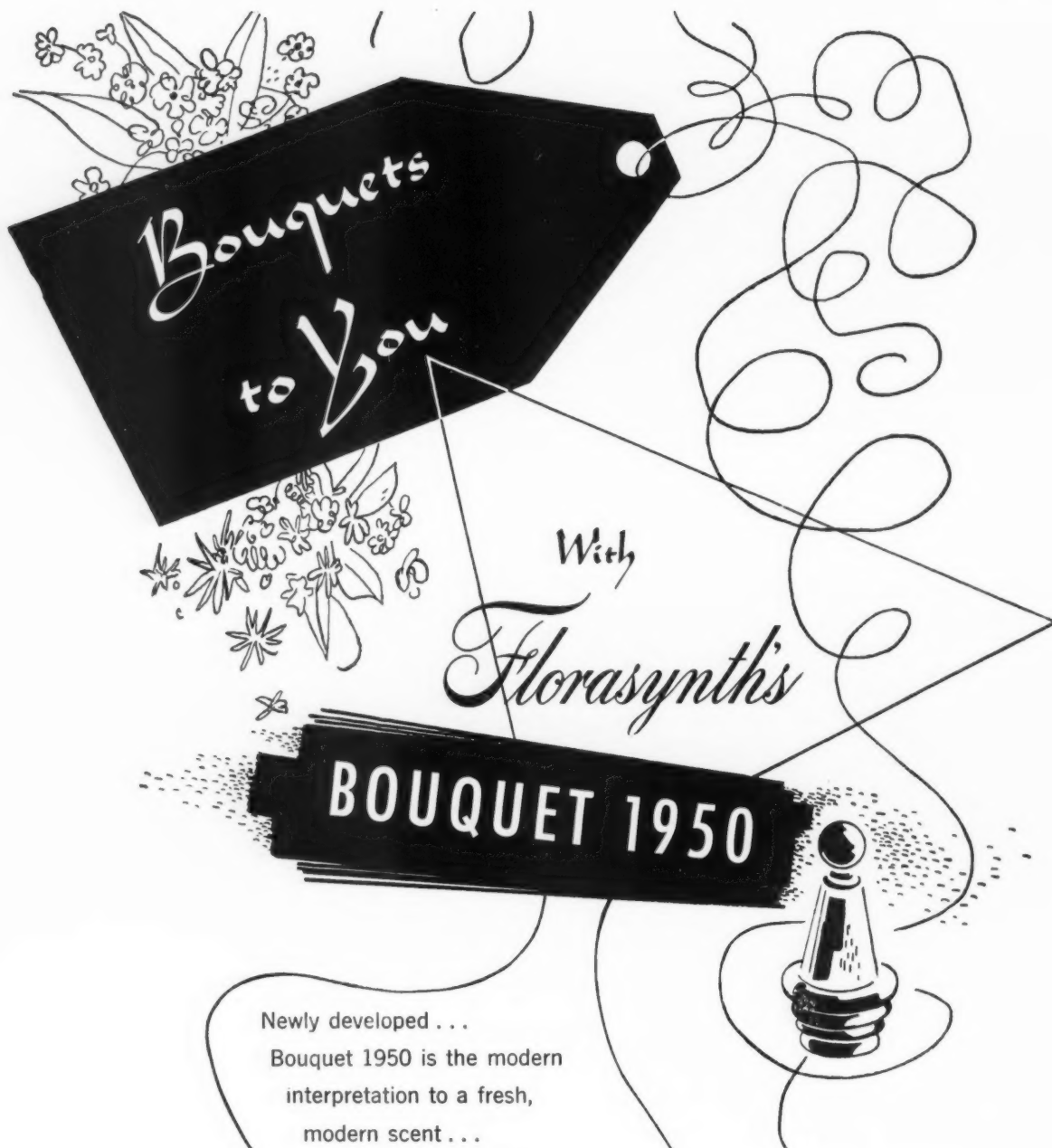
stated to handle as easily as ordinary gummed tape and is applied in the same way. No pressure is required to seal the container.

Replacement for Ylang Ylang Oil

With the scarcity of good grades of oil ylang ylang due to conditions at the source there is timely significance in the announcement of Fritzsche Brothers Inc. 76 Ninth Ave. New York, N.Y. that its laboratories have developed a synthetic replacement for the natural ylang composed entirely of readily available constituents and hence independent of imported raw materials. The new product is called Basicol Ylang Extra and is said to duplicate the basic odor and characteristic top notes of the natural oil. Its importance as a stretcher of existing stocks is emphasized. Its cost is about half that of the natural oil.

Sparkle Cloth

Sparkle-cloth, a new gleaming textile which has been developed for all types of beauty items that demand special eye appeal, is offered by Louis H. Joseph. Either all-over sparkle or special designs may be applied to any type of heavy or light weight fabrics the maker states. It comes in 15 colors and the maker suggests its use on beauty boxes, compacts and cosmetic boxes.



Newly developed . . .
 Bouquet 1950 is the modern
 interpretation to a fresh,
 modern scent . . .
 the search for the new
 and intriguing . . .
 distinctly different . . .
 timed for successful
 products . . . all-ways . . .

Florasynth LABORATORIES, INC.
 CHICAGO 6 • NEW YORK 61 • LOS ANGELES 13



DALLAS 1 • DETROIT 2 • MEMPHIS 1 • NEW ORLEANS 13
 ST. LOUIS 2 • SAN BERNARDINO • SAN FRANCISCO 11
 Florasynth Labs. (Canada Ltd.)
 Montreal • Toronto • Vancouver • Winnipeg
 Florasynth Laboratories de Mexico S. A. — Mexico City

Hints for Improving Production

Chicago cosmetic plant a model of scientific arrangement of equipment to insure maximum efficiency. . . . Double sampling plan for inspection of packaging materials. . . . New equipment

BBROADLY speaking, efficient production in its simplest terms is the expeditious handling of materials. An apt exposition of this is furnished by the well arranged, large, four-story plant of Helene Curtis Industries Inc. in Chicago. There all material handling is mechanized and so streamlined as to insure an uninterrupted flow from raw materials to finished products in cases ready for shipment. On receipt, raw materials are stored on the fourth floor. From there as they are needed they go to the manufacturing department on the floor below. The manufactured cosmetics and beauty shop products go from there to the floor below, the second floor where they are packaged. From there once again they go the floor below, the first floor where orders are made up and shipped. In the case of export shipments which involve special packaging, ample space is afforded for that department in the basement. Since the company prepares some of its own raw materials these are made in a separate adjoining building which is connected to the main factory building by pipe lines. In the main plant conveyor belts and fork lift trucks handle the heavy loads. Cases of finished products are palletized for removal to the order assembly department. There are nine automatic filling lines. By means of a radio system stock numbers and quantities are announced by an order caller so that order pickers standing along the conveyor—flanked on both sides by bins or shelves with the various packaged products may pick out the ones desired and place them on the belt. At the assembly point various items in each order are segregated. From there the cases, after addressing, are conveyed by belt to a loading dock or to motor trucks. Throughout every step in manufacture and

packaging rigid inspection is maintained. The plant under the supervision of Dr. Samuel Grant is a model of efficiency and clever materials handling.

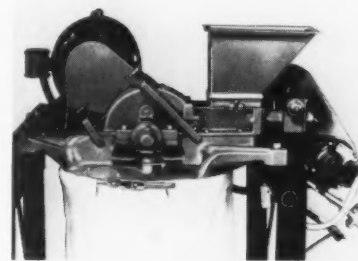
Materials Inspection

To simplify careful inspection of incoming shipments of packaging materials, a modified double sampling plan, making possible a saving of 20 to 40 per cent in the average amount of inspection necessary has been developed by J. M. Cameron and W. J. Youden of the Statistical Engineering Laboratory, Bureau of Standards, Washington, D.C. Under this new scheme, the regular testing procedure is interrupted after a predetermined number of units have been examined. The material is accepted if the test results at the time of interruption fulfill the criteria of a simple rule that requires neither computation nor the use of complicated tables. If the material does not pass this test, the inspection is completed in the usual manner. The inspection procedure, itself, remains unchanged in either case. Acceptance or rejection depends on whether or not the average of the test results individually exceed the acceptance value of the original plan.

Impact Pulverizer

For grinding and blending cosmetics, drugs and soaps the new model B Pulva-sizer is highly efficient, compact and dustless according to the makers, the Pulva Corp. Drug milling of roots, barks, leaves etc. calls for granulating, shredding or fine grinding and the new machine will produce the type of grind desired on most of these materials it is claimed. Face powders and rouge mixtures it is stated are handled most efficiently, pro-

ducing a fine, thoroughly dispersed finished product without color or white streaks. The process, it is pointed out, consists simply of pre-mixing all of the materials used in making the finished powder or rouge and running the mixture through the Pulva-sizer. The product is then ready for packaging. Furthermore, controlling particle



Pulverizer for Cosmetics, Soaps Etc.

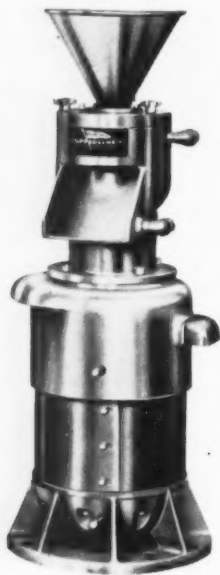
size distribution for making a uniform fine granulation makes the Pulva-sizer an ideal mill for soap powders, it is added. It is a precision built impact or swing hammer type pulverizer with twin screws for feeding unground material directly to the face of the hammers. Feed screws are available in three diameters to handle a wide range of material from free flowing powders to pieces up to approximately 3 in. size. The unit is furnished complete with all drives, motors, starters and wiring.

Gravity Filling Machine

A new gravity filling machine requiring no motor or pump set in operation by coupling the liquid source to the liquid control tank on the machine is announced by the Packer Machine Corp. It is supplied in 6, 8 or 10 spout models; and it is stated that it will handle bottles or cans in pint to gallon sizes at speeds up to 45 per minute.

Midget Processing Mill

For precise laboratory work which permits no contamination the stainless steel construction of the Model M makes it especially useful for processing cosmetics, foods, drugs and other products which call for rigid control and purity according to Morehouse In-



Stainless Steel Mill

dustries. It is also adapted to the grinding and processing of certain anhydrous chemicals and earth materials. It has a capacity of 8 to 20 gallons or more per hour depending on the viscosity of the material to be processed. The Morehouse grinding principle utilizes the action of a carborundum stone revolving in a horizontal plane at high speed (rotor) against a stationary stone (stator) through which the material to be processed is fed. Positive adjustment of the grinding stones to within one thousandth of an inch is possible. Adjustments it is stated can be quickly and exactly duplicated.

Heat Sealing Equipment

A new improved vacuumizing and heat sealing machine for packaging face and bath powders in transparent tubes or bags made from thermoplastic films is ready. Films from a minimum of 1 mils. can be vacuumized and heat sealed. An accessory assembly for injecting a neutral gas such as nitrogen can also be provided on this unit in the event the packer desires to re-inflate the transparent package after the atmosphere has been

removed and prior to the heat sealing operation. The machine is controlled by means of a foot switch. In the normal operation the unit will go through a complete cycle of vacuumizing and heat sealing when the foot switch is depressed. The amount of vacuum to be pulled can be regulated automatically by means of an adjustable mercury switch built into the unit. When the desired vacuum is reached the mercury switch causes the unit to complete the heat sealing portion of the cycle. This switch may be set for vacuums up to 25 in. Hence, it is pointed out, it is possible to eliminate the human element in determining and maintaining a uniform package. In instances where it is desired to continue to pull a vacuum the machine can be held on the vacuum portion of its cycle as long as the foot switch remains depressed by adjusting the mercury switch to top setting. Flat chrome plated nozzles are available in varying lengths of connecting tubes to cover a range of bag sizes up to 8 in. wide. When the machine is not operating the nozzles extend approximately one inch in front of the heat sealing jaws. By means of cam action the jaws operate laterally across the front of the machine expanding one inch as soon as the cycle is started. This it is pointed out facilitates feeding the bags. As soon as the machine is energized the movable nozzles expand to the width of the bag and both nozzles are retracted taking the bag mouth past the heat sealing jaws. The cycle continues with the rubber vacuumizing jaws closing around the nozzles in their retracted position while the vacuum is being pulled. As soon as the desired vacuum is reached the heat sealing jaws are actuated and the cycle is complete with the bag being ejected back toward the operator, leaving the nozzles in the starting position for feeding the next bag. The equipment is manufactured by the Seal-Vac Co.

Unscrambling Table Attachment

A steel overhead adjustable guard rail type guide is announced by the Island Equipment Co. to solve the problem of unscrambling Type F spout cans and paneled flasks so that the spouts or panels face in the correct direction for filling and labeling. The guide enables the containers to approach the discharge V belts so they will be discharged in single file.

Porous Stainless Steel Filters

Porous stainless steel Surfamax filters offer high efficiency in passing fluids and retaining solids according to the Micro Metallic Corp. Supplying a maximum filter area in a convenient small container, these permanent Micro Metallic units, the company points out, are designed to give continu-



Compact New Filters

ous service with a minimum of maintenance expense and attention. Surfamax porous stainless steel filter elements are in the form of corrugated assemblies and have the general shape of an accordion. Available in six pore openings ranging from 5 microns to 165 microns these filters, the makers state, offer uniform pore sizes, closely limiting the size of the particle which can pass through the filter. Unusually high throughput rates are obtained from liquids it is stated because of the high percentage of voids. For simplified servicing a single nut opens the filter container and the filter element may be removed in a matter of seconds. Standard units with pipe connections ranging from 1/4 in. to 2 in. are available. Units are supplied on special orders up to 10 in. pipe size and in capacities up to 10,000 gals. per minute.

New Hygrodiol

Relative humidity and temperature is shown at a glance in the new Hygrodiol offered by the Abbeon Supply Co. which markets the instrument for the Bendix Aviation Corp. For handling hygroscopic material as well as from the human angle the instrument will probably be of much use.

WASHINGTON PANORAMA



by ARNOLD KRUCKMAN

UPWARDS of 2500 items are listed in the pamphlet issued by the State Department announcing the tariff negotiations scheduled at Torquay, England, next September. The list includes, under Schedule I, balsams, natural and uncompound; synthetic gums; blackings, powders, liquids and creams for cleaning and polishing; a great variety of coal-tar products are listed in Paragraph 27; pyrethrum, deris, tuba root, and barbasco or crude root; cocoa leaves; flavoring extracts, natural or synthetic; fruit esters, oils and essences not containing alcohol; also menthol in the form of synthetic camphor. The list contains vegetable oils such as rapeseed; palmkernel oil; soaps made in whole or in part from castor oil and other oils and fats; also combinations and mixtures of vegetable, mineral or animal oils.

Essential oils are specifically listed as clove, patchouli, sandalwood, and all other essential and distilled oils not specially provided for except vetivert oil. A separate paragraph schedules perfume materials which are defined as all mixtures, or combinations containing essential or distilled oils, or natural or synthetic odoriferous or aromatic substances. Perfumery is segregated and is described as including cologne and other toilet waters, articles of perfumery, whether in sachets, or otherwise, and all preparations used as applications to the hair, mouth, teeth, or skin, such as cosmetics, dentifrices, tooth soaps, pastes, theatrical grease, paints, pomades, powders, and other toilet preparations which include bath

salts whether they are perfumed or not. The list schedules all soaps and soap powders. Apparently the final listing, Paragraph 92, covers vanilla beans.

The Torquay meeting will include all the original 23 members of the general agreement on tariffs and trade formulated in Geneva, 1947. After the 23, other nations which became parties to the agreement were Greece, Haiti, Liberia, and Sweden. These nations validated the agreement last year at Annecy, France. It is expected Denmark, Dominican Republic, Finland, Italy, Nicaragua, and Uruguay will sign before the deadline of May 23. The nations who did not sign the Annecy agreement must qualify before the deadline in order to participate in the Torquay conference.

U. S. Now Has Lowest Tariff in the World

It is anticipated at Torquay the rate cuts will be fully as great as they were at Geneva. The effect of the Geneva agreement resulted in the greatest reduction of U.S. import duties in sixteen years since the Trade Agreements Act first became law. Tariff specialists held the Geneva agreement made the United States the country with the lowest tariff in the world. Overall, the Geneva reductions averaged between 33 per cent and 50 per cent of the previous tariff rates. The proposed reductions will cut what is left by the Geneva action fully as much, if expectations of European nations are realized.

Importation of Foreign Products Will be Made Easier

The tariff reductions will frankly be utilized to make importation of European manufacturers easier into America. This is in accord with the various pronouncements

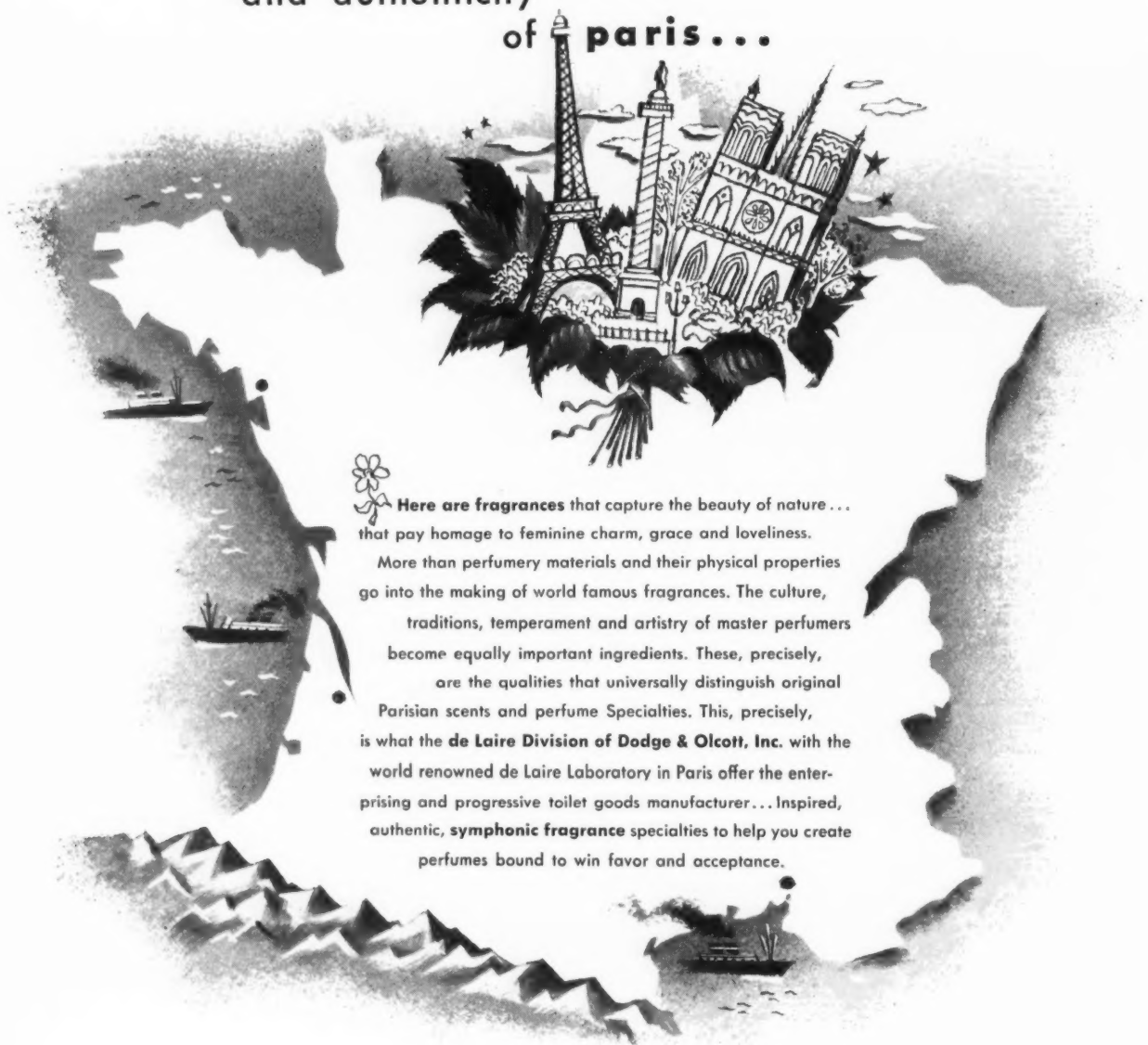
of the ECA, the State Department, and especially of Paul Hoffman and his foreign associates who have recently toured the United States in order to sell the idea of more imports from Europe and less exports to Europe. Hoffman and his school are sincerely convinced that the present world of order and civilization, founded upon the basis of the European structure, is finished unless we permit Europe to sell its more cheaply made wares in this country, and prevent our goods from going into Europe, in order to supply the Europeans with a greater stock of dollars. Tied into this program is the idea that the living standards, and earning level, of the Europeans must be hoisted. When President Reynaud, former Premier of France, was here recently, he told us the purchasing power of the 150 million people of the United States was equal to the purchasing power of 450 million to 500 million people of Europe.

Hearings Before Tariff Commission to Begin May 24

Every industrialist in the United States affected by the potential reductions will be given an opportunity to present his views in favor or against the proceeding at a series of hearings which will begin in Washington before the Reciprocity Committee of the U. S. Tariff Commission on May 24. The State Department has wide broadcast an invitation asking business men to appear in person or to file briefs or other forms of written expositions. It is permitted to file a brief without appearing in person but all those who appear in person must file a brief. In order to secure detailed information about the proceedings address the Reciprocity Committee, U. S. Tariff Commission, Washington 25, D. C., or Of-

fragrances

with the
inspiration
and authenticity
of paris...



Here are fragrances that capture the beauty of nature... that pay homage to feminine charm, grace and loveliness.

More than perfumery materials and their physical properties go into the making of world famous fragrances. The culture, traditions, temperament and artistry of master perfumers become equally important ingredients. These, precisely, are the qualities that universally distinguish original Parisian scents and perfume Specialties. This, precisely, is what the **de Laire Division of Dodge & Olcott, Inc.** with the world renowned de Laire Laboratory in Paris offer the enterprising and progressive toilet goods manufacturer... Inspired, authentic, **symphonic fragrance** specialties to help you create perfumes bound to win favor and acceptance.

PERFUME SPECIALTIES



de Laire

DIVISION OF

DODGE & OLCOTT, INC.

180 Varick Street • New York 14, N. Y.

fice of International Information, Department of State, Washington 25, D. C.

The Wage and Hour Amendments of 1949, made law late last year, were designed to define very clearly which employees in retail establishments are covered by the Act. Both Congress and business were satisfied a good job had been done to safeguard management and employers. It now develops, however, that the Administration deliberately and openly intends to circumvent the Law by means of interpretations and regulations. The trick is old but it has never been used so boldly in the past. The effect will be to narrow decidedly the exemptions, and to extend the coverage over millions who apparently had been exempt. This means many more employees must be paid a minimum of 75 per hour.

The move is part of the effort implicit in the Reorganization Plan No. 6. This Plan is intended to place under the control of the Secretary of Labor not only the Wage and Hour and Public Contracts Administration but several other agencies affiliated with labor interests which are now independent. The Department of Labor is frankly dedicated to the purpose of solely championing the cause of labor. The effect of Reorganization Plan No. 6 would be to deprive management and employers of an impartial administration of the law in relation to management and labor. Reorganization Plan No. 12, which also ties into the program, is designed to make the entire National Labor Relations Board more compliant with the spirit and philosophy of the Department of Labor. At this writing, it is not clear whether Congress will go along with the White House.

Cosmetic Trade Practice Rules Likely to be Ready by June

The Cosmetics Trade Practices Rules were scheduled for hearing either late in April or early in May. However, without any further explanation, the announcement of the hearing was cancelled; but there has been no word when proceedings may take place. It is understood that it is likely, when the hearing takes place, Commissioner Mead will preside. The Commissioner from New York State has been making an exceptional impression in handling cases and hearings that are related to the Food and Drug Administration. He has made a remarkable study of the drug cases concerned with the new

cold cure. It is probable the hearings may be very embarrassing to the Food and Drug Administration. This branch of the Government has been busy in justifying its approval of the drugs which were so harmful to a student of the University of Maryland. Incidentally, if the Reorganization Plan No. 7 is approved by Congress, the President hereafter will have the power to appoint the Chairman of the Federal Trade Commission. Heretofore, the Chairmanship has been held by each member in automatic rotation. It is expected the Commission will clean up every item on its calendar before it adjourns hearings at the end of June. This obviously means the Cosmetic Trade Practice Rules will finally be considered and decided. There is every likelihood that a clear and specific decision will be rendered.

Efforts to Repeal Cosmetic Excise Tax Paralyzed in Committee

The effort to repeal a number of excises is still paralyzed in the House Ways and Means Committee. A number of executive sessions have been held but the party lines have held firm in the many votes that have been taken. The 15 Democrats wish to reduce or remove excises on cosmetics, jewelry, luggage and similar merchandise, to a total of a billion dollars less taxes a year. But the threat that Truman will veto the Act, unless the billion dollars is imposed on other parts of the economy, has prevented any action. At this writing, the Committee has not been able to devise a formula which would effect a reduction in excises and give the President the billion dollars he needs for some of his extra-curricular enterprises. The combined efforts of Senators Paul Douglas (D., Ill.), Russell Long (D., La.) and Estes Kefauver (D., Tenn.), have temporarily sidetracked the legislation which would place the basing-point or pricing bill on the statute books. It is expected it will come up again before the end of this Session. The compromise devised between the House and the Senate Committee provides that good faith is a justification for the practice of the basing point system.

Drugs, Cosmetics and Soap Earnings Decreased 16 Per Cent

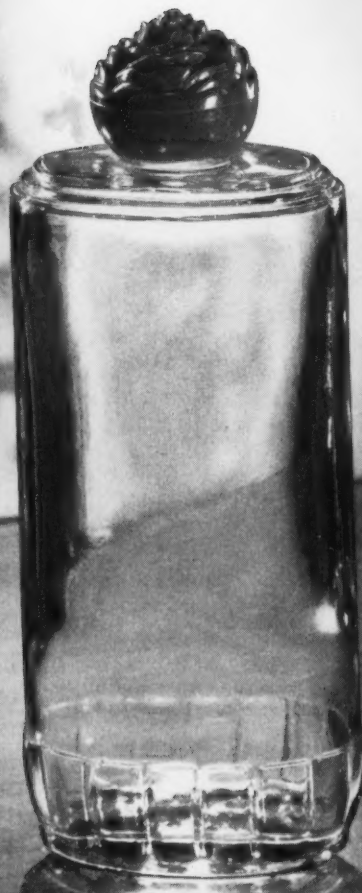
The Council of Economic Advisors, from which Dr. Nourse retired because he felt the Truman philosophy was heading us straight for socialism, recently, through its Act-

ing Chairman, Leon H. Keyserling, a very genuine Truman rubber-stamp, told the business men of the United States that "things look right good for 1950." The statement is interesting in the light of a very objective compilation of figures by the National City Bank. It studied seventy separate major industrial groups, which included 3,322 major business units. The report showed that fifty of these groups showed a marked decrease in earnings during 1949 contrasted with 1948. It is interesting that those which showed an increase were the groups making dairy products; beer; tobacco products; chemical products; cement; glass products; agricultural implements; autos and trucks; aircraft and parts; some mining industries; air transport; electrical power, gas, etc.; telephone and telegraph; amusements; commercial banks; fire and casualty insurance; investment companies; sales finance companies; and real estate companies. The greatest drop was in the production of woolen goods, a decrease of 72 per cent; leather tanning came next with a falling off 61 percent. Drugs, soap and cosmetics are credited with a decrease of 16 per cent. The largest increase in earnings is shown by fire and casualty insurance companies, 57 per cent; next came the production of autos and trucks which increased to 39 per cent. The earnings of the entire economy were 12 per cent lower in 1949 than in 1948.

Searching for Market for Surplus Florida Oranges

They seem to be having difficulty in finding a normal market for the 20 million boxes of Florida Valencia oranges. The fresh-fruit market is expected to absorb not more than 6 million boxes. The frozen concentrators do not expect to take 8 million boxes. The frozen processors pay \$3.25 per box, delivered at the plants. The canning plants, which put up the juice, fear that they will not be able to take their quota of the oranges by reason of the fact that their current selling price is \$3.65 to \$3.85 per dozen, 46 oz. cans of orange juice. The Department of Agriculture recently pointed out that the wide-spread use of orange juice on breakfast menus is now just four years old. The frozen concentrate, on a commercial scale, began during 1954-46. Consumption per person during 1948-49 was over three pounds, single-strength basis.

Machine made flint glass containers are available in a wide variety of attractive stock designs. This is style No. 431.



**CARR-LOWREY
GLASS CO.**

Designers and manufacturers of fine glass containers

Factory and Main Office: BALTIMORE 3, MD. • New York Office: 40 W. FORTIETH ST. • Chicago Office: 1572 MERCHANDISE MART

THE ROUND TABLE -

Bright Future for Cosmetics Forecast by Peter Andrews

Peter B. B. Andrews, former economic advisor to the U. S. government, contributes an interesting article to the April issue of *The Merck Report*.

Some of the highlights of the article are: Cosmetic manufacturers have found that distribution has become much more complicated owing to the increasing number of firms, the style factor, the wide range of price and the increased display by many kinds of stores. They are alert to the growing competition in the industry and are striving to promote efficiency in marketing and profitable retailing. Progressive cosmetic manufacturers are scheduling increased promotion and advertising expenditures for 1950 and are looking forward to higher appropriations in the coming years as the industry continues to expand.

Toiletries, he believes, should comprise about one-fifth of the business done in drug stores. Annual retail spending in toilet articles and beauty parlor services is only about \$10 per capita of the total population, compared with \$30 for tobacco and \$60 for alcoholic beverages.

Looking to specific products the author feels that the consumption of perfumes this year should exceed 30 million dollars; creams should do a volume of 32 million dollars; depilatories 33 million dollars; face powder, 30 million dollars; shampoo products, 60 million dollars; cleansing and other creams not including make up base creams should total 70 million dollars; lipstick, 35 million dollars; rouge, five million dollars; hair rinses, nine million dollars; hand lotions, 30 million dollars; toilet water and cologne, 40 million dollars; nail polish and removers, 22 million dollars; talcum powder ten million dollars; hair tonics, 35 million dol-

lars; and home permanents 45 million dollars.

With adequate and efficient promotion there will be no stopping the long term sales growth of the cosmetic industry he says.

Honorary Degree Conferred on Richard R. Deupree by N.Y.U.

Richard R. Deupree, chairman of the board of the Procter & Gamble Co., Cincinnati, Ohio, received the honorary degree of Doctor of



Dr. Richard R. Deupree

Commercial Science at a special session of the governing council of the university April 10, during the golden anniversary celebration of the New York University School of Commerce, Accounts and Finance. The two day conference of business leaders and educators marked the fiftieth anniversary of one of the oldest collegiate schools of business in the country. Dr. Deupree was one of the guests of honor at the anniversary ceremonial dinner in the Waldorf Astoria hotel in special tribute to a group of 50 outstanding business and financial leaders.

Perc Westmore Leaves Warner Brothers Studios After 25 Years

Perc Westmore, make-up artist for Warner Bros. Studios for the past quarter century has resigned.

Sales of Cosmetics at Retail Estimated at 770.8 Million

The total sales of perfumes, cosmetics and other toilet preparations, not including toilet soap, at retail for 1949 are estimated to be \$770,800,000 by the Toilet Goods Assn. in collaboration with Beauty Fashion magazine. Mounting sales of taxable hair preparations and deodorants, it is felt, are largely responsible for the excellent general showing. The introduction of ammoniated dentrifices it was also held added a considerable percentage increase to the sale of non-taxable preparations.

Toni Earns 8 Million For Gillette Co.

President J. P. Spang, Jr. of the Gillette Safety Razor Co. announced a short time ago that The Toni Co., which it bought two years ago has earned more than \$8,000,000 after taxes for Gillette. The Gillette Co. paid 20 million dollars to R. N. W. Harris for the home permanent firm, of which 12 million was cash. With Toni sales still reportedly rising, Gillette will probably earn back its cash payment before 1951.

DCAT Holds Old Timers Night For Former Leaders

The Drug, Chemical and Allied Trades Section of the New York Board of Trade held Ol' Timers' Nite on May 10 at the Hotel Astor in New York. The past leaders who have retired from active service in the industry were presented with scrolls expressing the Section's thanks and good wishes. Among those honored were Herman G. Weicker, formerly with Dodge and Olcott, Inc., New York. Some of the members of the Honor Guest Committee were Burton T. Bush, Joseph A. Huisking, Percy C. Magnus, S. Barksdale Penick, and S. Barksdale Penick, Jr.

Arthur Hadley Urges Perfumers To End Abuses in Merchandising

A well considered plea for sounder merchandising practice by cosmetic manufacturers was made by Arthur G. Hadley, vice president in charge of sales of Schiaparelli Parfums, Inc. at the well at-



Arthur G. Hadley

tended April 19 meeting of the American Society of Perfumers in the Advertising Club, New York, N.Y. Mr. Hadley took as his theme "Realism on the Part of the Perfume Manufacturer."

In their over zealous effort to make sales cosmetic manufacturers have competed with one another in offering dealers numerous subsidies including sales helps, advertising and other concessions that have passed all bounds of sound business. Many perfumers pay and train the sales girls behind the retail counters. Many stores make a charge for window displays some as high as \$2,000, which the perfumer meekly pays. Then too perfumers are asked to assume part or all of the costs of the stores advertising relating to the perfumer's products. Furthermore there are constant stock adjustments made by the perfumer. A store buys merchandise from a perfumer. If it doesn't sell he can get an adjustment, usually in 30 days. We say that we do not guarantee the sales of our merchandise but that is exactly what we do. Unless this is done a store may threaten to break a fair trade arrangement or turn the merchandise over to a bootlegger. It is a vicious system. By increasingly subsidizing the retailer the cosmetic manufacturer has built a Frankenstein. Today we are literally doing everything for the stores but repurchase our own merchandise.

Saks-Fifth Avenue in New York under the direction of cosmetic buyer Robert Fiske has adopted a budget plan. It calls for the invest-

ment of X dollars and the cosmetic manufacturer is given the right to determine what merchandise of his is to make up the stock for the allotted amount of money. The plan is paying off.

The wise cosmetic manufacturer will reduce the number of items in his line to a reasonable basis



President George Tombak

and place on sale the profit making items. In this way the store does not waste money carrying stagnant merchandise. Lines should be curtailed so that the retailer will not be loaded with dead stock. Items that drag in sales should be eliminated. In fact most cosmetic manufacturers could apply the pruning knife to their lines, weeding out excess numbers, and concentrate on the essential items in the line.

All cosmetic manufacturers are faced with increased costs and yet the prices for their merchandise remain about the same as ten or 15 years ago. In the old days a sales girl got \$20 per week and got 20 weeks to fix her quota. Today the manufacturer pays about 80 per cent of the time of the retail sales girl in addition to rendering other services, including giveaways, samples, etc. The ready-to-wear industry does business with the stores on a sounder basis. They give no kick-backs and the department is not run at the expense of the manufacturer. Then too the bootlegger is an added problem for the cosmetic manufacturer. Through junk dealers, empty perfume bottles are obtained and filled with spurious merchandise. An irresponsible parasite will go to an essential oil house with a request for an odor "just like Shocking" or some other well known brand. By filling such orders essential oil houses are not helping those who really make the industry.

Realistic prices should be maintained but these should not be un-

der certain levels because people are inclined to associate quality with price. To illustrate this point Mr. Hadley pointed out that a store had a large bottle of quality perfume which it tried to dispose of by filling dram bottles at 39 cents each. Very few sales were made. When, at the instance of the manufacturers salesman, the price was raised to \$3 per dram, the perfume sold readily.

The frankness of Mr. Hadley and his clear analysis of the situation which confronts cosmetic manufacturers made a decided impression on the audience. As usual he answered questions after the address; and in viewing the future he pointed out that the industry had not had a wave of price cuts and that basically the industry was on a sound basis and was improving its position with each succeeding year.

George Tombak, president of the association, presided at the meeting. The next meeting of the association will be held in the Warwick Hotel May 25 when an honorary membership will be conferred on Frazer Sinclair.

Lee Pharmacal Sells Spray-A-Wave

Lee Pharmacal Co., Beverly Hills, Calif., recently announced the sale of its subsidiary, Spray-A-Wave, to Consolidated Royal Chemical Co., Chicago. According to Raymond Lee, chairman of the board and John Roosevelt, president of Lee Pharmacal Co., the names of Spray-A-Wave hair set lotion, and Spray-A-Wave shampoo, and all inventories are now the property of the Chicago company.

Spray-A-Wave was reportedly sold in order to allow Lee Pharmacal to concentrate its activities with the newly formed Ogilvie Sisters-Lee, Inc. which is marketing a new home permanent kit to be distributed by Lee Pharmacal.

Toni Offers College Awards in Essay Contest

A \$9,200 college award competition offering educational awards to nine girls at Monticello College, Alton, Ill., has been announced by The Toni Co., Chicago. The winner of the \$2600 grand prize will receive full tuition, board and room for a two-year course at the liberal arts college. Three other awards of tuition fees of \$1200 for two years will be given, and awards of \$600 for one years tuition will go to five other winners.

Panels of Experts to Help Manufacturers at T.G.A. Meeting

A new and interesting feature will be introduced at the fifteenth annual convention of the Toilet Goods Assn. in the Waldorf Astoria Hotel, New York, N.Y. May 16, 17 and 18. Following the annual report of Charles A. Pennock, president, members of the association

noon a closed meeting for active members will be held.

The final day will be given to the meeting of the Scientific Section. The program for this meeting includes the following papers: "Formulation of Cold Wave Preparations," I. R. Hollenberg; "Some Applications of Statistical Method to Biological Problems in the Testing of Cosmetics," Lila F. Knud-

Luncheons will be held daily and at one of them a new and interesting Food and Drug Administration motion picture will be shown. A speaker for one of the other luncheons will be announced later.

The convention committee is made up of Karl Voss, chairman; A. R. Ludlow, Jr., treasurer; Paul E. Forsman, Philip E. Haebler,



Charles A. Pennock



Joseph Keho



John Ewald



Pierre Harang

staff will appear in a panel to answer questions relative to the association and other matters of interest. The men who will form the panel are S. L. Mayham, executive vice president; H. D. Goulden, di-

sen of the Food and Drug Administration; "An Appraisal of Methods Used in Caries Control," J. F. O'Donnell, M. D., College of Dentistry, University of Illinois; "The Control of Dental Caries by Means

Michael Lemmermeyer, Walter S. Nuckols, Edward D. Russell, Lamson M. Scovill, J. W. Thayer and K. W. Tracy.

Speakers at the Tuesday afternoon session will be: John L. Har-



Karl Voss



Gerard Danco



Philip Blazer



H. J. Lehman

rector of scientific research and standards; Hugo Mock, counsel; F. W. Myers, Washington counsel and John Currie, labor relations counsel. The panel idea will be carried out on merchandising also.

On the afternoon of the first day of the convention, May 16, there will be a government session at which representatives from the Food and Drug Administration, the Federal Trade Commission and the Department of Justice will be present.

A merchandising and promotional panel with speakers representing department stores, chain stores, wholesalers and other merchandisers will be held on May 17 in the morning. In the after-

noon of Oral Hygiene Procedures," L. S. Fosdick, professor of chemistry, Northwestern University dental school.

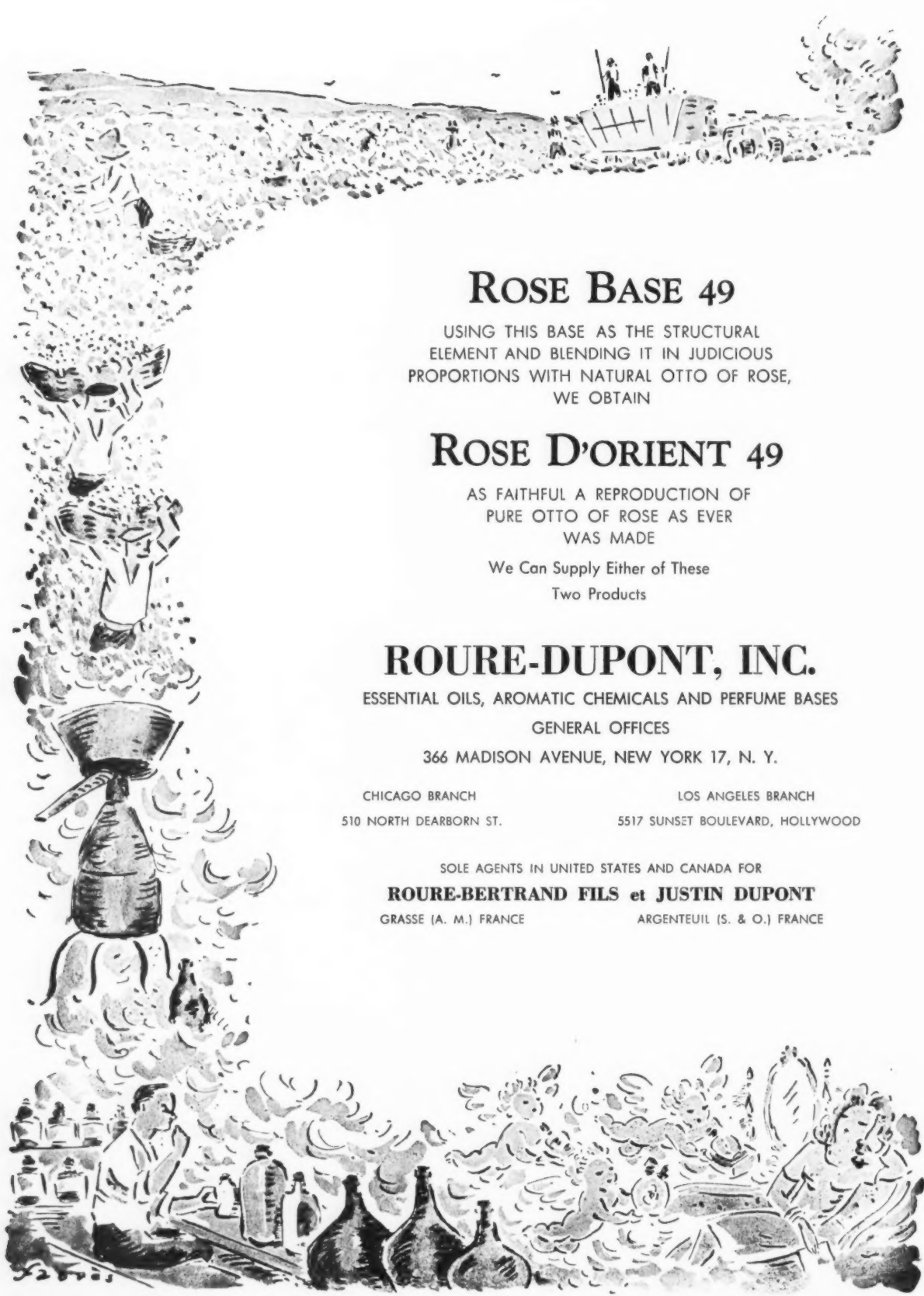
In the afternoon these papers are scheduled: "Solid Fatty Acids in Cosmetics," William C. Griffin and Phyllis J. Carter, Atlas Powder Co.; "Development of Odor Preferences," Dean Foster, Ph. D.; "Some Illustrative Phases of Biological Research in Cosmeticology," Dr. John A. Killian; and a final paper to be announced when released by the Atomic Energy Commission.

The Frangrance Foundation Inc. will also hold its first annual meeting on the morning of May 18.

vey, John C. Stedman and a man from the FTC. The merchandising panel will be made up of George Van Gorder, C. W. Browne, Charles Caruso and Don Hobart. The motion picture by the FDA will be entitled "Fraud Fighters." Advance registration is heavy.

Philadelphia College Alumni To Hold Dinner

Alumni of the Philadelphia College of Pharmacy and Science will meet for their annual spring reunion on May 24 at the Down Town Club in the Ledger Building in Philadelphia. The chief speaker will be Dr. Millard E. Gladfelter, provost and vice-president of Temple University.



ROSE BASE 49

USING THIS BASE AS THE STRUCTURAL
ELEMENT AND BLENDING IT IN JUDICIOUS
PROPORTIONS WITH NATURAL OTTO OF ROSE,
WE OBTAIN

ROSE D'ORIENT 49

AS FAITHFUL A REPRODUCTION OF
PURE OTTO OF ROSE AS EVER
WAS MADE

We Can Supply Either of These
Two Products

ROURE-DUPONT, INC.

ESSENTIAL OILS, AROMATIC CHEMICALS AND PERFUME BASES

GENERAL OFFICES

366 MADISON AVENUE, NEW YORK 17, N. Y.

CHICAGO BRANCH
510 NORTH DEARBORN ST.

LOS ANGELES BRANCH
5517 SUNSET BOULEVARD, HOLLYWOOD

SOLE AGENTS IN UNITED STATES AND CANADA FOR

ROURE-BERTRAND FILS et JUSTIN DUPONT

GRASSE (A. M.) FRANCE

ARGENTEUIL (S. & O.) FRANCE

Cosmetic Chemists Semi-Annual Technical Meeting May 19

The semi-annual technical meeting of the Society of Cosmetic Chemists will be held at the Savoy Plaza Hotel, New York, N.Y. May 19. As usual the program committee of which Kenneth L. Russell is chairman, has prepared a list of relevant papers from authoritative sources.

Following registration at 8:30 a.m. a business meeting will be held and the following papers will be presented: "A New Method to Manufacture Cetyl Alcohol," Dr. Olga N. Jitkow, Verley Chemical Co.; "Experimental Studies of Antiperspirant Action," Dr. John A. Killian; "A Method for Comparative Evaluation of Anti-perspirants," Dr. Earl L. Richardson and B. V. Meigs, Colgate-Palmolive-Peet Co.; and "Bleaching Creams—Their History and Scientific Backgrounds," D. F. Nealon, National Toilet Co.

The foregoing will be given at the morning session; and after luncheon the following papers will be given in the afternoon: "Carrageenin and Carrageenates," Dr. V. C. Le Gloahec, Algin Corp.; "The Production and Prevention of Dental Caries in the Syrian Hamster," Dr. Joseph M. Lambert; and "Chemical Classification of Keratins," Dr. R. J. Block, New York Medical College.

Fashion Group Discusses Television and Cosmetics

At an open luncheon meeting in New York on May 2, The Fashion Group, Inc., discussed cosmetics and television with reference to sales promotion, and influence on the consumer market. The speakers were Milton H. Biow of the Biow Co. and Mortimer W. Loewi, director of the Dumont Television Network.

Judges Decide To Withhold Charles S. Welch Award

The Board of Judges for the Charles S. Welch Award given annually by the Toilet Goods Assn. has unanimously decided to withhold the award for this year. After examining the packages entered in the competition, the judges felt "... that many of the entries showed a straining after effect—a desire for something unique that went beyond the confines of the practical and the beautiful. We sincerely felt that the cause of

progress in packaging would not be served by making an award. . . ." The decision was written by C. W. Browne, chairman of the Board of Judges.

Alsop Engineering Corp. Celebrates 30th Anniversary

The Alsop Engineering Corp., Milldale, Conn. was host to all employees and guests at a banquet March 14 in observance of the founding of the company in 1920.



Charles E. Crowley

It was formed as a one man company with walk up quarters in a rickety building on Water St., New York. During a period of 14 years the company moved to several larger locations in New York City and in 1936 it had so far outgrown its quarters that it purchased its present buildings in Milldale and moved the plant and main offices there. The company does all of its own manufacturing from raw materials to the finished machines and has sold its line of liquid processing equipment in all parts of the world. The company maintains offices or distributors in every major city in the United States and also in South America and Europe.

A special souvenir program of the banquet was issued. In it a fitting tribute was paid to the founder Samuel Alsop who died last year at the age of 54 years. Veterans were also listed and included Charles Edward Crowley, the president, who has 28 years of service to his credit; Walter William Freystedt who has 25 years to his credit and 27 others who have been with the organization ten years or longer.

Officers of the company are: Charles E. Crowley, president; Samuel Alsop Jr., first vice president; Walter W. Freystedt, second vice president; J. J. O'Shea, third vice president; E. Z. Ross, secretary and treasurer and C. C. Morganson, assistant secretary

Plan Code to Curb Door-to-Door Selling Abuses

A special committee of the National Association of Direct Selling Companies, in cooperation with the Association of Better Business Bureaus, is now working on the preparation of a code or set of standards to combat deceptive practices in door-to-door and other forms of direct selling.

While the code is expected to be comprehensive, it is said, a portion will deal with specific bans on the variety of "rackets" that recently have sprung up in door-to-door selling. One of the most difficult of these is the so-called marketing survey, or opinion poll technique, as a "door-opener."

Victims are told they can obtain kitchen utensil sets, encyclopedias and similar items, usually priced about \$100, at "bargain savings in return for supplying information for the survey.

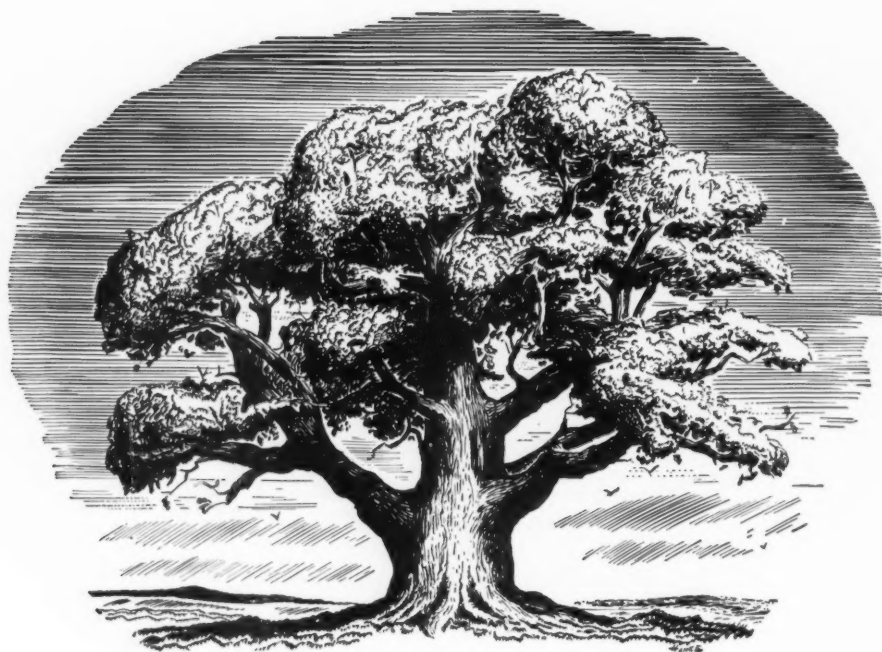
If feasible, it is expected that the new code will provide a kind of control system similar to the Central Registry established for regulation of magazine subscription solicitors by the National Association of Magazine Publishers. Under this plan, member subscription agencies are required to be bonded by the Central Registry set up by the publishers' group and to work under special articles of agreement.

Canadian Imports of Cosmetics And Essential Oils

The Department of Commerce reports Canada, last year, imported perfume, and toilet preparations, valued at \$288,977, the United States supplying 34 per cent. Canada also imported the following essential oils in 1949: eucalyptus; peppermint oil; lemon and orange oils; spearmint; all of which came from the United States; the gross total of some 230,000 pounds of essential oils having a value of approximately \$800,000. Imports of unspecified essential oils in 1949 totaled 789,804 pounds worth \$2,193,660. Eighty per cent came from the U.S.

Edyth Thornton McLeod to Lecture at N.Y. University

Edyth Thornton McLeod, author of numerous books on beauty, who has lectured widely in the United States before women's clubs is to give a course on "Personal Development" during the Spring semester at New York University.



A GREAT OAK . . .

LIKE THE PROVERBIAL OAK, Avon Allied Products, Inc. has its roots deep-down . . . nourished in the basic traditions of our industry. Firmly foundationed on the founder's ideals of integrity, sincerity and craftsmanship, the Company has flourished and matured into the largest manufactory of Private Brand Cosmetics in the world.

Today, Avon Allied's branches extend from coast to coast and into Canada to serve you more efficiently. Yet, its efficiency is never dissipated by over-eager attempts to serve a vast number of clients, lest the results fall short of the Company's purpose: To produce and assemble products built to the highest

standard known to the American cosmetic industry.

When you are considering improving a product or creating a new one, it is good to know these things about Avon Allied. Take advantage of the opportunity to use the superior facilities and knowledge which Avon Allied's technical staff puts at your disposal: Men with a wealth of experience and specialized skills and the most modern scientific equipment that can be bought or developed.

By utilizing Avon Allied's highly specialized service, developed during more than sixty years of successful operation, you too may confidently look forward to the fulfillment of your own long line of "Great Oaks."

Avon Allied Products INC.

Makers of the World's Finest Cosmetics • Private Brand Specialists

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Plant and Laboratories: SUFFERN, N. Y. • PASADENA, CALIFORNIA • MONTREAL, CANADA

Private Brands Due for Revival Harvard Expert Warns

Private brands are due for revival in a receding economy, Neil H. Borden, of the Harvard Graduate School of Business Administration, told a meeting of alumni.

Recalling that private brands historically make their progress in relatively poor economies, Mr. Borden termed the oft-repeated assertion that private brands were finished "silly."

He said private brands were in poor position during the war and postwar period, with little opportunity to bid with suppliers. But he reported that the private brands have been overhauled, that the product, its packaging, promotion and pricing have been reviewed, and that its comeback will be strong.

He noted certain factors in favor of the private brand: Retailers like the stability and the better profit margin of private brands; they like the control of the marketing structure they can acquire in this way; retailers will go ahead with private brands because they can make better use of pricing factors than can manufacturers, and they can move faster.

The retailers also are in a closer position to the customers, they get a much better feel of the market, and they can move to meet demands, it was pointed out.

Self-service is an aid to the nationally advertised brand, Mr. Borden admitted, but he feels that since display is still in the hands of the merchant, much of the advantage is equalized.

On the other hand, he reported that distributors, with shelf room at a premium, are examining their private brands carefully—with the same attention they are devoting to national brands.

He cited an example of how a manufacturer can maneuver in a falling market: The way Philco rushed aggressively into the market with a table model radio in the early '30s and advertised its way into a commanding position among radio manufacturers, most of whom were busy retracting.

Fritzsche Comptroller Admitted To 25-Year Club

Gustave A. Wohlfort, comptroller of Fritzsche Brothers, Inc., New York, was recently admitted to the company's Quarter of A Century Club at a dinner in his honor at the

New York Athletic Club. The celebration was presided over by John H. Montgomery, treasurer and first vice president, and was attended by officers and directors of the company as well as other members of the club.

New Midge Cream Perfected in Scotland—Formula Given

A new midge cream has been devised by the sub-committee on midge control, of the Scottish Scientific Advisory Committee. Smeared on the exposed parts of the body this new product will ward off midges for at least three hours, and is more effective in giving protection than the cream introduced by the committee in 1946.

The new cream has the advantage of not being washed off by perspiration. Like the 1949 preparation it does not harm the skin, although some slight tingling may be felt when first applying it and afterwards when it is being washed off. It is recommended that the cream should not come into contact with tortoise shell of plastic spectacle frames.

The new formula is the result of investigations by J. P. Todd and A. B. Gilmour, at the Royal Technical College, Glasgow. Both are members of the sub-committee.

The sub-committee has decided to announce the new formula in the expectation that commercial concerns might be interested enough to undertake production with proprietary restriction. The publication of the formula may, if no manufacturing difficulties are encountered, mean that the cream can be introduced to the public this summer.

The new formula is: dimethyl phthalate, 200 grammes; magnesium stearate, 30 grammes; zinc stearate 70 grammes.

Missouri Assn. Members Hear Talk by Gabby Street

A large quota of members of the Associated Drug and Chemical Industries of Missouri enjoyed a talk at the April meeting by Charles E. "Gabby" Street in which he recounted excerpts from his 48 years of experience in major and minor league baseball. The meeting was a preface to the opening of the baseball season in St. Louis. It had added attraction because of Gabby Street's partnership with Harry Caray in broadcasting Cardinal baseball games.

Tax Ruling on Seaforth Affects Combination Packages

R. K. Hines, president of the Alfred D. McKelvy Co., New York, N.Y. has received a ruling from the U. S. Treasury Dept. which establishes the cosmetic tax on Seaforth's Shavers Special Combination to be 14 cents and not 20 cents. The ruling may have wide effect on other combination packages of the same type.

Seaforth's special consists of a regular package of shaving lotion plus a one ounce tube of brushless shave cream. The tube of shave cream is a special size, not a regular item in the line. The retail price of the combination (excluding tax) is one dollar, the same price as the lotion alone. Seaforth applied to the Treasury Dept. to find out what amount of tax should be collected by dealers on this combination. The Treasury's ruling follows: "Where an article subject to retailers' excise tax is sold in combination with a non-taxable article at a reduced price it has been held that the tax applied to that portion of the retail sales price of the combination which is shown by the retailer's records as being properly attributable to the taxable article. If the articles comprising such combination are not sold separately at retail and thus do not have separate retail sales prices, the taxable portion is to be determined from a comparison of the cost of the taxable article to the sum of the costs of the taxable articles and the non-taxable articles."

Atlas Powder Co., Canada, Ltd. Organized as Joint Venture

Atlas Powder Co., Canada, Ltd. has been organized as a joint venture of the Atlas Powder Co.'s industrial chemicals department and G. F. Sterne & Sons, to make available to the Canadian chemical industry the research and development facilities of both companies. W. S. Sterne is president of the new company which has its headquarters in Brantford, Canada. The new company is organized for the manufacture and distribution of Atlas industrial chemicals.

E. Frederics Inc. in Bankruptcy Litigation—

E. Frederics Inc., Long Island City N.Y. has filed a petition in bankruptcy listing assets of \$17,995 and liabilities of \$87,445.

Materials Developed by Research

(Continued from page 377)

177. Lowman et al. *Am. Perfumery Essent. Oil Rev.* 54, 209 (1949).
178. Rao et al. *Indian Soap J.* 14, 159 (1948).
179. Childers et al. *Federal Expt. Sta. Puerto Rico, U.S. Dept. Agr. Circ.* 30, (1948).
180. Holland et al. *Bull. Agr. Mech. Coll. Texas Eng. Expt. Sta. Bull.* No. 107 (1948).
181. Feigenbaum. *Ind. parfum.* 4, 37 (1949).
182. Maurel. *Ind. parfum.* 4, 4 (1949).
183. Naves, *Parfumery Essent. Oil Record* 40, 161 (1949).
184. Gattefosse and Igolen. *Ind. parfum.* 4, 110 (1949).
185. Gottlieb. *ibid.* 9 (1949).
186. Bailey, J. *Forestry* 46, 882 (1948).
187. Penfold et al. *Museum Technol. and Applied Sci. (Sydney) Researches Essent. Oils Australian Flora I.* No. 1, 5 (1949).
188. Siras. *Ind. parfumerie* 3, 344 (1948).
189. Kesterson and McDuff. *Florida Agr. Expt. Sta. Tech. Bull.* 452, 5 (1948).
190. Guenther. *Food Packer* 29, No. 10, 33, No. 11, 31 (1948).
191. Islip. *Bull. Imp. Inst.* 46, 159 (1948).
192. Haagen-Smit. *Econ. Botany*, 3, 71 (1949).
193. Guenther. *The Essential Oils, Vol. II; The Van Nostrand Co. Inc.* New York, 1949.
194. Guenther. *The Essential Oils, Vol. III. ibid.*
195. Simonsen and Owen. *The Terpenes, Vol. II. Cambridge University Press*, 1949.
196. West, Straus and Barton. *Synthetic Perfumes; Edward Arnold and Co. London*, 1949.
197. Moncrieff. *Chemistry of Perfumery Materials; United Trade Press, London*, 1949.
198. Winter. *Handbuch der Gesamten Parfumerie und Kosmetik; Springer-Verlag, Vienna*, 1949.
199. Naves. *Huiles Essentielles, Vol. XVI, Traite de Chimie Organique; Masson et Cie. Paris*, 1949.
200. Schimmel Report (1946 Annual Report) Schimmel and Company, N.Y. 1949.
201. Winter. *Riechstoffe und Parfumerie-technik; J. W. Edwards Bros. Ann Arbor, Mich.* 1948.
202. Gerhardt. *Das Komponieren in der Parfumerie; J. W. Edwards*, 1948.
203. *The Givaudan Index, Givaudan and Company, New York*, 1949.
204. Delorme. *Fabricacion de perfumes y cosmeticos modernos; Serrahima and Urpi, Barcelona*, 1948.
205. Navarro de Palencia. *La lavandula vera en espana; Tipografia Artistica, Madrid*, 1949.
206. Owen and Simonsen. *Endeavor* 8, 26 (1949).
207. Harper. *Ann. Repts. Progress Chem. (Chem. Soc., London)* 44, 143 (1948).
208. Short. *Ann. Repts. Soc. Chem. Ind. Progress Applied Chem.* 30, 402 (1948).
209. Bedoukian. *Am. Perfumer Essent. Oil Rev.* 53, 226, 314, 401 (1949).

The Chemistry of Violet Perfumes

(Continued from page 374)

wise they will not only reduce the ionone note, but will also give a loud fatty odor.

When hydroxycitronellal is used in violet or cyclamen-type compounds, the quantity should not exceed 10 per cent, otherwise the diluted perfumes, on evaporation, give a mouldy dead-leaf odor. The phenomenon is also found when an excess of hydroxycitronellal is used in perfumes such as lilac, lily of the valley and jasmin. Therefore, to attain the cyclamen-type note, in lieu of hydroxycitronellal, cyclamen aldehyde should be used. Compounds used in soaps, stearic acid creams, or in alkaline preparations should not contain more than traces of hydroxycitronellal, not only because of the olfactive hazards mentioned, but also because it is not stable in alkali media. Equally it can cause a mild smarting and tingling feeling to the epidermis of the skin, and can cause erythema and chapping of the skin when present in large quantities. This note of caution must be observed by the perfumer, to avoid disaster from both the olfactive and dermatological point of view.

Considering the points discussed and by cautious and skilled compounding it should be possible to formulate violet odors of all nuances.

A basic formula for a very good Violet Compound reads as follows:—

| | |
|-------------------------|------------|
| Violet Concrete soluble | 10.0 grams |
| Orris Concrete soluble | 5.0 grams |
| Rose Concrete soluble | 2.0 grams |
| Cassie Concrete soluble | 2.0 grams |
| Violet Leaves Concrete | 2.0 grams |
| Mimosa Concrete | 2.0 grams |

| | |
|------------------------|------------|
| Jasmin Concrete | 2.0 grams |
| Cyclamen Aldehyde | 1.0 grams |
| Ionone Alpha | 5.0 grams |
| Ionone Beta | 5.0 grams |
| Irone Alpha | 5.0 grams |
| Benzyl Acetate | 2.0 grams |
| Methyl Ionone | 2.0 grams |
| Ylang Ylang (Manilla) | 2.0 grams |
| Neroli petals | 2.0 grams |
| Iraldeine | 2.0 grams |
| Citral | 0.5 grams |
| Ethyl Acetate | 10.0 grams |
| Methyl Octin Carbonate | 5.0 grams |

Another violet compound of a less expensive quality reads as follows:—

| | |
|---|-----------------|
| Liquid Essence of Flowers of Parma Violets | 0.25 parts |
| Cinnamyl Valerionate | 0.25 parts |
| Irone | 10.00 parts |
| Ethylene Glycol Acetal of Phenyl Acetaldehyde | 0.75 parts |
| Cuminaldehyde | 0.05 parts |
| Isocyclocitral | 1.00 parts |
| Oriental Rose | 0.10 parts |
| Bergamot | 18.00 parts |
| Ylang Ylang | 2.00 parts |
| Jasmin synth. | 0.50 parts |
| Phenyl Ethyl Alcohol | 10.00 parts |
| Ionone Alpha (Coeur de distillation) | ad 100.00 parts |

When diluting in alcohol add 1 per cent heliotropin cryst. and 1 per cent ethyl vanillin of the essence.

Another formula for violet perfume compound, which gives an original violet note, reads as follows:—

| | |
|-----------------------------------|-----------------|
| Irone | 10.00 parts |
| Liquid Orris Essence | 10.00 parts |
| Methyl Octin Carbonate | 0.50 parts |
| Ethyl Pelargonate 10% | 1.00 parts |
| Cuminaldehyde 10% | 0.50 parts |
| Jasmin synth. | 2.00 parts |
| Cassie synth. | 0.50 parts |
| Rosacetol (Givaudan) | 0.50 parts |
| Geranium | 1.00 parts |
| Ylang Ylang Bourbon | 2.00 parts |
| Carrot Seed Oil | 1.00 parts |
| Phenyl Ethyl Alcohol | 10.00 parts |
| Citral | 2.00 parts |
| Methyl Ionone alpha | 5.00 parts |
| Ionone beta | 5.00 parts |
| Cyclamen aldehyde 10% | 0.50 parts |
| Infusion of Ambergris 5% solution | 0.25 parts |
| Ionone alpha | ad 100.00 parts |

The discriminating perfumer can vary, ad lib, the violet naturals, synthetics, toners, modifiers and fixatives discussed in this article, to obtain almost any note required. It should be borne in mind that the violet perfumes and toilet waters are usually colored a pale green, although the colors should be chosen carefully, otherwise the perfume may tend to stain. In compounding these perfumes it is important to remember the various incompatibilities, and it should be noted that violet compounds which are suitable for alcoholic perfumes and toilet waters are not always ideal for alkaline products.

We have reviewed in this article some aspects of this very important group of odors as these violet complexes are nowadays used to blend, sweeten, enhance and give floral warmth to innumerable simple and mixed compounds, as well as to reinforce the Violet note in modern perfumery creations.

The consumer today is on a value hunt. She is discriminating, discerning, and above all not spending her money recklessly and freely. She knows what she wants, and she's not going to buy unless she gets it.—*B. S. Hornstein, president, Charles Stores Co.*

Venture Pricing Idea Suggested by Sears Merchandising Manager

"Venture pricing" was offered by Charles H. Kellstadt, retail merchandising manager of Sears, Roebuck & Co., as a pretesting pattern by means of which to discover the prices at which the largest quantities of merchandise can be sold.

In a talk to the Chicago Federated Advertising Club he pointed out that too often products are designed and costed without adequate consideration of what the consumer will pay. Low price is not the sole consideration, however, but quality, style and eye appeal must be provided.

Mr. Kellstadt discussed the critical position represented by inadequate and untrained contacts with consumers in retail stores, and urged better selection of salespeople by aptitude tests; adequate base compensation, with incentive plans for greater productivity, and recognition of the vital part played in the whole merchandising picture by retail salesmanship.

Shift to Supermarkets Emphasizes Need of Displays

The shift from counter service to self-service in grocery outlets puts new importance on food point-of-purchase material. W. P. Lillard, sales promotion manager of General Foods Corp., told the annual Point of Purchase Advertising Institute's display advertising symposium.

He estimated that about 80¢ of each food dollar is now spent in self-service stores. He also cited surveys showing that 76 per cent of women shop from memory (i.e., without a list), that 66 per cent buy on impulse and 91.8 per cent shop in person.

"Much display material sent to grocery stores is never used," Mr. Lillard reported, and urged checking with the field to determine acceptance of the material the trade needs.

General Foods, which spends more than \$1,000,000 on display, intends to use its salesmen to survey grocers repeatedly, with the sales force's findings tabulated on IBM cards. About half of display material is wasted, Mr. Lillard said.

The display sponsor, he continued, should realize that the grocery store operator will accept anything he can be convinced will help him to sell more; the problem is persuading him that his space

can better be used for display than for stacking goods. The real test of a display piece, in his opinion, is not whether food manufacturers like it, but whether grocers like it and "our task is to determine more accurately just what the grocer wants."

He thinks lack of knowledge of dealers' needs is responsible for much of the waste in display. The second major factor is sending too much material for the dealer's needs and space.

He said food manufacturers interested in display should acquire expert knowledge of the problem, should experiment to see what dealers want and should concentrate on supermarkets and chain stores.

What Drug Stores Must Do to Meet Competition in Cosmetics

What retail druggists must do to meet encroaching competition in the sale of cosmetics from other outlets was pointed out by Frank Head vice president of the Whelan Drug Co. at the meeting of Weco Products Co. in New York. Mr. Head pointed out these factors:

1. Department stores are getting more exclusive franchises because they offer more space to toilet goods, utilize demonstrators, carry a greater variety of lines, deliver merchandise and advertise liberally.

2. House to house selling is growing rapidly. One cosmetic house selling in this way increased its customers 200 per cent in the last five years.

3. Variety stores are devoting more space to toilet goods and are stocking larger sizes.

4. Toilet goods departments are maintained by 72 per cent of supermarkets and 20 per cent more are planning to add them. While independent drug store sales of tooth paste dropped from 55 per cent in 1944 to 38 per cent in 1949 and chains from 18 per cent to 15 per cent, supermarkets boosted their sales from 9 per cent to 30 per cent an increase of 232 per cent.

A combination of self service and salespeople was advocated for drug stores.

New Ammoniated Denture Cleaner Launched by Dox Co.

The Dox Co., St. Paul, Minn. has launched a new ammoniated denture cleaner. A 4½ oz. tube will be offered for 69¢ retail.

New All Purpose Cream Made with Liril in England

British beauticians have introduced a new all-purpose skin cream under the name Astral, achieved after ten years of laboratory research. Astral is claimed to be effective either as a vanishing, cleansing, protective, or skin nursing cream, and to function as perfectly in any of these capacities as any specialized type yet marketed.

To demonstrate the effectiveness of the product three tests were carried. Test No. 1 showed the absorbent qualities of the cream compared with vanishing. Equal quantities of the two creams were rubbed in and when completed the Astral product had almost entirely disappeared, while the vanishing cream still showed a white film. Test No. 2 compared Astral with another skin cream under heat. While the unnamed skin cream disintegrated, the new product remained an emulsion although liquefying at boiling point. Test No. 3 compared Astral with an anti-sunburn cream. Mr. E. V. Elwes, who helped to evolve the new cream, had previously exposed three patches of his skin to an ultra-violet ray. The three patches on his forearm had been (1) treated with an anti-sunburn cream; (2) left bare; (3) treated with Astral. Results were (1) a slight bronze effect; (2) a noticeable "sunburn"; (3) a clear skin.

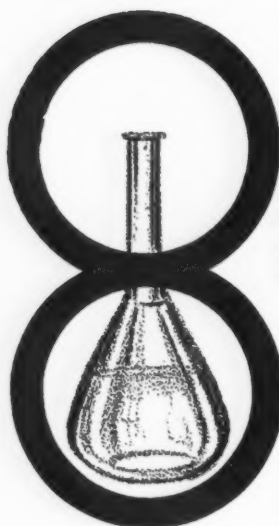
The cream contains a new product called Liril, composed of cholesterol, lanoline, and glycerine.

Philadelphia College to Resume Doctorate Studies

Beginning September, 1950, the Philadelphia College of Pharmacy and Science will again offer courses leading to the degree of Doctor of Science in Pharmacy. Since the war forced the closing of all the graduate classes at the college only the Master of Science degree has been offered. The expansion and addition of laboratories as well as the addition of new members to the teaching staff now makes possible the addition of the advanced courses to the curriculum.

Western Packaging Exposition To Be Held August 16-18

The third Western Packaging and Materials Handling Exposition will be held in San Francisco, Calif., August 16 to 18.



Reasons Why **PLYMOUTH** **ZINC STEARATE U. S. P.** **IS BEST FOR DRUGS AND COSMETICS**

1 Backed by the longest commercial Stearate manufacturing experience in America . . . M. W. Parsons offer you this new product as the finest Zinc Stearate that can be made.

2 Years of research have made possible a particularly white product

3. Special production methods . . . developed over more than a quarter of a century . . . have made it **ODORLESS**

4 It will not develop offensive odors even if kept for a long period

5. It enables your face powder to retain the same odor that you give it.

6. A smooth, light, fluffy texture has been finally and **definitely** achieved.

7 Tested independently it shows the following results: **ARSENIC** (Gutzelt and Spectrographic Test) . . . Not Found. **LEAD** (Spectrographic Determination) . . . 1.7 parts per million.

8. The reputation and record of M. W. Parsons assure you of Uniformity in all shipments.

We also manufacture a superlative grade of **PLYMOUTH MAGNESIUM STEARATE**

M. W. PARSONS

Imports

59 BEEKMAN STREET

NEW YORK, N. Y., U. S. A

and **PLYMOUTH ORGANIC LABORATORIES, Inc.**

Telephone BEEKMAN 3-3162—3163—3164

Cable Address. PARSONOILS, NEW YORK



NYTAL 300

the **NEW TALC**
by **VANDERBILT**

• **FINE PARTICLE SIZE**

New process of air-milling at high temperatures and pressures produces a finer particle size in Nytal 300 than obtainable by conventional methods. Only a trace retained on a 325-mesh screen. Average particle size 1.8 microns by air permeation.

• **GREATER SOFTNESS OF APPLICATION**

• **INCREASED RESISTANCE TO WETTING**

• **GOOD WHITE COLOR**

Higgins Brightness approximately 91

• **STERILE (High Temperature Milling)**

• **GREATER ADHERENCE**

• **INCREASED COVERING POWER**



For further information, write to

R. T. VANDERBILT COMPANY

SPECIALTIES DEPARTMENT

230 PARK AVE.

NEW YORK 17, N. Y.

Lever Bros. Co. Not to be Run as an Autonomy

According to reports emanating in England, when things settle down in the Lever Bros. Co. there will be a president and a board chairman or a chairman of the executive committee in direct charge of operations in the United States. The board, it is reported, will include the two foregoing and Robert B. Smallwood of Thomas J. Lipton Inc. and C. A. Massey, president of the Canadian Lever Bros. Co. and two members from outside the Lever Bros. empire. The British and Dutch owners, it is reported, are determined that the U. S. operation will never again be run as an autonomy. *Fortune Magazine* in its April issue carried a long article on the career of Charles Luckman, former president, with the company.

Plans to Separate Pond's and Lamont Finally Completed

Plans for the final separation of Pond's Extract Co. and Lamont, Corliss & Co. were completed April 1.

The separation of the two companies which had had a selling arrangement for more than 40 years, was announced last December at the time of the purchase of controlling interest in Lamont, Corliss & Co. by Unilac Inc., Stamford, Conn. Unilac is the Western Hemisphere holding corporation of the Swiss Nestle interests.

Changes in the sales and merchandising divisions of the Pond's Extract Co. include: Appointment of E. D. Lane, formerly sales manager of Lamont, Corliss, as vice-president and director of sales and a director of Pond's. F. H. Orr, formerly assistant sales manager of

Lamont, Corliss, is now sales manager of Pond's, and L. M. Faulds, formerly manager of Pond's toiletries, has been made merchandising manager of Pond's.

Charles Lipscomb now Pepsodent President

Charles T. Lipscomb, Jr. has resigned as vice president and general sales manager of McKesson & Robbins Inc. to become president of the Pepsodent Division of Lever



Charles Lipscomb

Bros. Co. Mr. Lipscomb is a native of Greensboro, N.C. and attended the University of North Carolina where he played on the football team. He began business with the Vick Chemical Co. and then served in the national sales department of the Coca-Cola Co. after which he joined McKesson & Robbins. His headquarters are at 505 Park Ave., New York, N.Y.

Foster D. Snell Inc. Acquires G. C. Supplee

Foster Dee Snell Inc., New York N.Y., industrial consultants in the field of chemistry, bacteriology and engineering, has purchased the laboratories of the G. E. Supplee Research Corp. of Bainbridge, N.Y.

Givaudan-Delawanna Sales Annual Meeting in Asbury Park

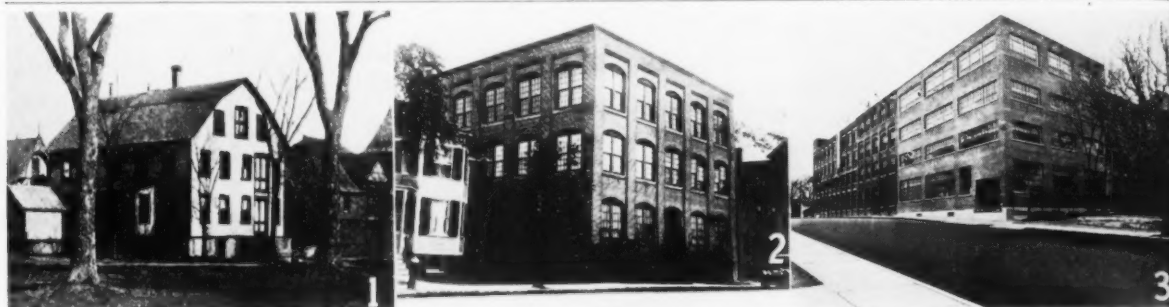
Members of the sales staff and other divisions of Givaudan-Delawanna gathered for the annual sales meeting at the Berkeley-Carteret at Asbury Park, N.J., from April 22 to 25. The meeting, opened by Ernest R. Durrer, executive vice-president, was presided over by J. H. R. Stephenson, Eastern sales manager. It was attended by representatives from the New York, New England, Detroit, Cincinnati, Chicago, Los Angeles, and other offices, as well as by several officers and members of the board of directors, and spokesmen for the research, perfumery, cosmetic, advertising, and other departments, and from the affiliated companies, Sindar Corporation and Givaudan Flavors Inc.

The present status of the perfume and cosmetic industries in this country and the role of Givaudan in their recent and their future development were evaluated. Plans were formulated to further broaden and strengthen the manifold specialized services of the company to its customers.

Following four days of deliberation, a banquet was held which was addressed by Dr. Eric C. Kunz, president of the company. Dr. Kunz outlined the enormous growth of the chemical industry, to which he related the simultaneous growth of synthetic aromatic chemicals and of Givaudan during the last quarter of a century.

Candy Technologists to Meet in New York June 6

The American Assn. of Candy Technologists will hold its second annual meeting June 6 at 3 p.m. in the Waldorf Astoria Hotel, New York, N.Y.



Photos depicting the century growth of the Sheffield Tube Corp. 1. Parent company in 1850 started the manufacture of Dr. Sheffield's Creme Dentifrice in this gabled frame laboratory in New London, Conn. 2. The brick factory erected adjacent to the original laboratory. The company was the first to put toothpaste in tubes in 1892. The manufacture of collapsible tubes for many different products in industry was a natural outgrowth of this pioneering under enterprising management. 3. The modern 1950 factory and home office. The company's first brick factory may be seen in the center with newer wings that dwarf it on both sides. The wing to the right is on the site of the original laboratory. Skilled craftsmen operating under the management of the third and fourth generations of the founder's family offer today's customers service gained in a century of manufacturing experience.

**SYNTHETIC AROMATIC
CHEMICALS,
ARTIFICIAL ESSENTIAL OILS,
RAW MATERIALS
FOR THE PERFUMERY,
TOILET SOAP and
FLAVOUR INDUSTRIES**

A speciality: CIVET BN



AB BOFORS, NOBELKRUT • BOFORS • SWEDEN

Telephone: Karlskoga 32500

Cables: "Nobelkrut", Bofors

Quality * * *

METAL CONTAINERS and CLOSURES

by

BRIDGEPORT

Vanities

Jar Caps

Bottle Caps

Dry and Paste Rouge Cases

Lipstick Containers—Swivel, Slide, Automatic

Powder Boxes

★ *Perfume Vial Cases and Caps*

Lip Brushes

Drawn Talc Containers

and

Other Special Metal Products for the Cosmetic Industry

THE BRIDGEPORT METAL GOODS MFG. CO.

BRIDGEPORT

Established 1909

CONN.

Jacqueline Cochran Purchases Parfums Charbert

Jacqueline Cochran Cosmetics has purchased Parfums Charbert Inc. from the estate of the late Herbert H. Harris. Offices have been moved to 630 Fifth Ave., New York, headquarters of the Cochran concern.

Lever Bros. Names New President and Board of Directors

JOHN M. HANCOCK, a partner in Lehman Bros., New York investment firm, was recently elected to



John M. Hancock

the new office of chairman of the board of Lever Bros. Co. Jervis J.



Jervis J. Babb

Babb, executive vice-president of S. C. Johnson & Son, Inc., was elected president of the company.



Franklin J. Lunding

The new board of directors con-

sists of Messrs. Hancock and Babb, Franklin J. Lunding, president of the Jewel Tea Co., who will act as chairman of the executive committee; Charles A. Massey, president of Lever Bros. Ltd., Toronto; Robert B. Smallwood, president of Thomas J. Lipton, Inc.; William H. Burkhardt, vice-president of Lever Bros. and Unilever Ltd.

January Department Store Cosmetic Sales Off Slightly

January 1950 sales of cosmetics in department stores were 2 per cent under January 1949 according to reports by 324 leading department stores. Cosmetic inventories February 1 were 1 per cent above the value of end-of-January 1949 inventories. On an average the stores had on hand about 3 months and 18 days supply of cosmetics at the end of January 1950, or three days more supply than they had the previous year.

National Beauty Trades Show in New York August 27-29

The National Beauty Trades Show will be held in the Hotel Statler, New York, N.Y. August 27-29. More than half of the booth space has been sold already.

Special Glass Products Co. Formed to Make Perfume Bottles

To meet the demand for miniature bottles and vials for perfume Special Glass Products Co. has been organized by George Grunberg with offices at 10 W. 33rd St., New York, N.Y. Mr. Grunberg has been associated with the perfume and allied industries for about 30 years as a manufacturer of novelty and artistic glass ware and formerly operated factories abroad and in the United States.

New Packaging Idea Book Offered by W. C. Ritchie & Co.

A new and useful guide book "1000 Ways to Get Better Packaging" is being offered without charge to users of packaging by W. C. Ritchie & Co. 8817 S. Baltimore Ave., Chicago 17, Ill. It is designed as a compact reference manual on the latest developments in paper and rigid transparent packaging and includes numerous short cuts and money saving ideas. A unique "Packaging Users Quiz Chart" simplifies appraising present packages as well as planning new ones. Packaging pointers gathered from actual case histories of leading package users are featured at the bottom of each page.

Suggestions for specific use accompany the illustrations of the various types of containers. The facilities of the company for making folding cartons are also described. J. H. Crones, president of the company, contributes a suggestive foreword to the book.

Among Our Friends

CHARLES A. MYERS, former president of Dodge & Olcott Inc. New York, N.Y. and more recently vice president of S. B. Penick & Co. severed his connection with the latter company May 1; and will announce his future plans shortly.

CHARLES REVSON, president of Revlon Products Corp., New York, N.Y. and DR. HERMAN C. NOLEN, vice president of McKesson & Robbins Inc., New York,



Charles Revson


N.Y. were guests of honor at the annual dinner of the Drug, Perfume and Cosmetic Division on behalf of the 1950 United Jewish Appeal campaign, May 10 at the Plaza hotel.

WILLIAM F. KAMMERER, manager of the Chicago branch of George Lueders & Co., won the President's Trophy awarded by the bowling league of the Chicago Perfumery, Soap & Extract Assn. GEORGE SROKA, also of Lueders' Chicago office, was one of the finalists in the competition.

JOHN L. CASSULLO has been elected treasurer of Fritzsche Brothers, Inc., New York. JOHN H. MONTGOMERY, the former treasurer retains the office of vice-president of the company.


DR. C. W. PAMPEL has moved to the Western Zone of Germany to take charge of the perfumery department of Dragoco at Holzminden. Dr. Pampel was chief of the perfumery department in the U. S. and Europe for Heine & Co., A. G. Leipzig, for 37 years.

There is no
finer
cosmetic
container




than a

Karl Voss
box



Karl Voss Corporation
HOBOKEN NEW JERSEY

Finest in Quality



KOROMEX JELLY
MANUFACTURED IN THE U. S. A. BY
KOROMEX-BANTON COMPANY, INC.

More sales, through
modern tube design,
is always a potential
worth considera-
tion.

**TURNER
TUBES**

**TURNER WHITE
METAL COMPANY**

NEW BRUNSWICK NEW JERSEY

| | | |
|--|---|--|
| DETROIT OFFICE | CINCINNATI OFFICE | ST. LOUIS OFFICE |
| Ralph J. Elliott Sales Service 1302 South Washington Royal Oak, Michigan | J. A. Bauer 521 Broadway Cincinnati 2, Ohio | George C. Kammermeyer Kammer Company 4720 San Francisco Avenue St. Louis 15, Missouri |

PARKER FRISSELLE has been appointed manager of market research for the Dow Chemical Co. according to an announcement by DONALD WILLIAMS, director of sales. Mr. Frisselle took his B.S.



Parker Frisselle

degree in chemistry from Stanford University in 1935 and his M.B.A. degree from Harvard University in 1937 and has been associated with the Dow Chemical Co. since 1943.

DR. ERNEST GUENTHER, chief research chemist, Fritzsche Brothers Inc., New York, N.Y. was the guest speaker at the April 4 meeting of the American Assn. of Cereal Chemists in New York. Dr. Guenther spoke on the production

of essential oils in the western hemisphere and his talk was built around his colored motion pictures. It was Dr. Guenther's third meeting with the association.

M. L. CHAPMAN, manager of the California Fruit Growers Exchange products department has announced the promotion of L. CLETUS GALLAGHER, New England district manager, Boston, to sales manager, industrial division with headquarters in Ontario, Cal. C. E. SCOVERN, Jr., assistant general division manager in Chicago has been made Southwestern division manager with headquarters in Dallas, Texas. J. P. HAMAN has been transferred from New York district manager to assistant eastern division manager with headquarters in New York, N.Y.

ROBERT L. POLK will assume new export department responsibilities in carrying out the policies of the Northam Warren Corp. throughout the world according to an announcement of the company. He has been associated with the company for over 12 years and succeeds A. F. Munro who has retired.

WALTER B. MAGEE has been appointed sales manager of the Alfred D. McKelvy Co., New York, N.Y. makers of Seaforth toiletries for men. He was graduated from Dartmouth College in 1939, served



Walter B. Magee

in the army air force for six years and left the Army with the rank of major. He was then a buyer with L. Bamberger & Co., Newark, N.J. and joined the McKelvy organization last August as assistant to the president.

JERRY CENZALLI has joined Countess Maritza Cosmetic Co., New York, as its New England sales representative.

BENJ. FRENCH, INC.

Essential Oils

Aromatic Chemicals

DESCOLLONGES PRODUCTS

BOISOLENE

*An interesting base, recalling the warm
perfume of tropical forests.*

MOUSSOLIA

*A useful element in modern perfumes; it develops
a sweet, mossy character, with a woody note.*

160 FIFTH AVENUE

NEW YORK 10, NEW YORK

Fragrances that help sales



Moussaldine

French in character, and distinctively modern, Moussaldine imparts a versatile and truly individual note to the creation of fine perfumes.

As a base, it will enhance your Chypre, Fougere, and Aldehyde compositions. Used alone, it will lend warmth and distinction to your finer Perfumes and Toilet Waters.

Let a working sample of Moussaldine introduce you to quality that is rare, at a price that is reasonable.

Sandoris

A new creation, which exquisitely blends the bouquets of Orris and Sandalwood to form a cool, refreshing fragrance. As a base, or used alone, it will endow your Perfumes and Toilet Waters with noteworthy originality.

For an achievement in quality, at a moderate price, send today for a sample of Sandoris.

•
Creators of the finest perfume bases for every purpose, in every price range.

**Essential Oils
Perfume Materials
Aromatic Chemicals**



424 May, 1950

RICHEFORD
SPILLPROOF*
PERFUME
FLACONS



SPILLPROOFS

Top Left: Plain Round (1 dr.) Lower Left: Pinched Square (1 dr.)
Top Right: Plain Round (1 1/2 dr.) Lower Right: Watch Case (1 dr.)



SPILLPROOFS IN METAL

Plain round (1 dr.) encased in highly polished Brass container with flush cap. Tarnish-Proof

RICHEFORD CORPORATION
251 FOURTH AVENUE • N. Y. 3, N. Y.

PAT
PEND

* TRADE MARK

The American Perfumer

MICHAEL A. STANTON has embarked in business as a consulting chemist specializing in research and development for the chemical and cosmetic industries with laboratories at 340 South Fifteenth St., Philadelphia 2, Pa.

WILLIAM WEISS, president of Kathleen Mary Quinlan Inc. New York, N.Y. is serving as assistant economic commissioner in Europe under the ECA program.

MISS CHRISTINA R. STEWART has been appointed to the newly created post of promotion manager for the Pacific Coast Division of Angelique & Co., Wilton, Conn.

WILLIAM LAKRITZ, president of Florasynth Laboratories Inc., New York and Chicago, is a proud grandfather. Lynne Friedman, a lusty youngster, was born to Mr. and Mrs. John Friedman recently. Mr. Friedman, son-in-law of Mr. Lakritz, is associated with Florasynth Laboratories Inc., in the Chicago office. To this honor which recently came to him Mr. Lakritz has also recently become a member of the Million Mile Club. United Airlines issued an appropriate membership card to him

with nine stars for his wall plaque. He was one of the first members of the 100,000 Mile Club.

RALPH E. KAYE Jr. has joined the Alrose Chemical Co. as mid-western sales representative with headquarters at the company's



Ralph E. Kaye Jr.

new Chicago office, 629 W. Washington St. Mr. Kaye was formerly associated with the Atlas Powder Co.

Obituary

J. Burr Wrisley

J. Burr Wrisley, 90, vice president and a director of the Allen

B. Wrisley Co., Chicago, Ill., soap manufacturers, died April 11 at his home. He was born in Benzonia, Mich., but had been a resident of Chicago 87 years and connected for 50 years with the Wrisley company which was founded by his father, Allen. Four sons, George A., Harold B., L. Norton and Willis P., and a daughter Dorothy survive. Services and interment were held in Chicago.

Franklin H. Stafford

Franklin H. Stafford, president and treasurer of the Verona Chemical Co., Newark, N.J., which he purchased in 1938, died on April 6. He was 62 years old.

A native of Pittsburgh, Mr. Stafford was graduated from Princeton University in 1910. He became associated with the American Tobacco Co. in 1919 and from 1926 until 1938 was in charge of the company's paper operations in France. Mr. Stafford was a member of the Essex Club in Newark.

Warren S. Thompson

Warren S. Thompson, retired secretary of the Pepsodent Co., died recently in Olympia Fields, Ill. He was 72 years old.

Use NORTHWESTERN ETHYL BUTYRATE

when this ester is called for in your formulae.

For many years more than half of the Ethyl

Butyrate sold in this country has been man-

ufactured by us — proof of the fine quality
of our product.

THE LARGEST MAKERS OF BUTYRIC ETHER IN THE WORLD

The NORTHWESTERN CHEMICAL CO.

INCORPORATED 1882

WEST CHICAGO, ILLINOIS

Product PUT YOUR ~~CARDS~~ Counter ON THE ~~TABLE~~

It will be on the counter when offered in Special Glass Products Company vials and miniature bottles—for they are **UNIQUE**, with interchangeable stoppers (clear or assorted colors) and many attractive designs.

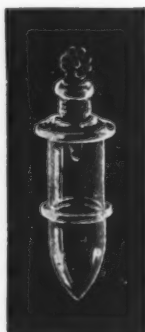
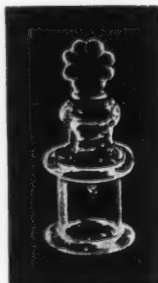
★

Once your perfume product is on the counter, a large part of the sales battle is won, for "on the counter" products command the sales spotlight.

★

Write us now for help in solving your specific packaging problem. We are sure our assistance will prove valuable to you.

Send for samples of our glass vials and miniature bottles. Find out why they continually keep your product on the counter in the sales spotlight.



Available in numerous
styles and shapes

Special Glass Products Co.

10 West 33RD Street
New York, New York

"SEALTIGHT" CAPPING-MATERIAL for SEALING GLASS-STOPPERED Bottles or Vials

prevents leakage and evaporation
fills every airhole or space between stopper and bottle neck
is colorless and odorless
is transparent and easily removed
is not affected by alcohol or ether
can also be used for CAPPING bottles or vials

Sold in 1 lb. CONTAINERS — price per lb. \$3.00
In larger quantities will allow special discount.
1 lb. of "SEALTIGHT" is sufficient to seal 10-12 gross.

VÉRONYL

a well-known specialty by

SYNAROME

of Asnieres, France

VÉRONYL is the truly fine addition to your Eau de Cologne. It gives the effect of a citrus overtone with an underlying, persistent sweetness.

Five percent of VÉRONYL in your cologne base will add a strength and a richness which shows the economy of this \$36 product.

Send for your sample of VÉRONYL, or for a balanced cologne containing VÉRONYL.

BUSH AROMATICS INC.

**136 Liberty Street
New York 6, N.Y.**

St. Louis

J. C. Weiler & Co.
8003 Forsythe Blvd.

Chicago

David Freeman
218 E. Huron St.

The American Perfumer

Market Report

Essential Oils Steady: Waxes Weak

A FEW of the oils previously featured by a marked degree of strength turned easier over the past month. The reversal in the trend could be traced to conditions at primary centers rather than to any slackening in the demand in the local market. Easter holiday purchases of various oils and chemicals used in the manufacture of confections, and other finished products are expected to make a favorable showing when total figures are completed. Consumption of various oils and fruit flavors that go into beverages is reported running at a good rate. Toward the close of last month some houses pointed to a slight upturn in future purchases as manufacturers began to make preparations for a further broadening in retail sales over the summer. Several specialties will also share in this activity.

Anise Oil Weaker

Anise oil turned weaker. Since local houses had fair quantities of high cost oil on hand this market was rather slow in reflecting the rather severe break in shipping prices in China. Shipping prices dropped nearly 30¢ a pound within a period of about two weeks. It was only about three weeks ago, when new crop oil which normally begins to arrive at Hong Kong from Canton early in January, started to make its appearance in any quantity at that port. The sudden influx of the goods was extended as the reason for the break in primary market prices. Cassia failed to be affected by the weakness in anise.

Lemongrass and Coriander Easier

Other oils displaying an easier tendency included lemongrass, cardamom, coriander and domestic almond oil. Imported almond oil displayed a firmer tendency at times but the availability of domestic oil at fairly reasonable price levels served to offset the strength in the imported article. Some fair size arrivals of pine needle oil depressed the spot market toward more normal levels.

Geranium and Bergamot Stronger

A number of articles were featured by a generally strong tone, however, including geranium, bergamot, clove, and peppermint. Prices on distilled lime oil moved slightly higher. Both spot and forward demands have been improving and with the more important Fall and Winter production over, some dealers express concern over the supply outlook since it will be several months before new production in Mexico.

With dealers having disposed of a good part of their low cost oil, the spot market in bois de rose moved

higher in keeping with replacement prices in Brazil.

Influences governing the pricing of essential oils and other raw materials are so complex that trade observers are reluctant to make predictions regarding the future price trend. Weather conditions, various plant infestations and fluctuating demands all tend to make it difficult to make predictions with any degree of accuracy.

Peppermint Firm

The statistical position in peppermint oil is regarded as firm. Spot prices may go higher before another new crop is ready for distillation. The availability of high test oil is regarded as the major factor behind the firmness. Spearmint has thus far leaned toward the weak side. It is believed, however, that as dealer stocks are reduced, the article will reflect the firmness in peppermint. Outstanding in the group of seed and spice oils was the extended advance in Dalmation sage oil. Small sporadic offerings from the primary market have been at continually advancing prices. The high price and shortage of sage leaves has in turn caused a greater pressure on the demand for the oil.

Glycerin Continues Strong

The firmness in glycerin is expected to continue. Major producers expect that current prices will be maintained over the remainder of the second quarter. The demand for refined material has increased to a level close to the high rate noted prior to the coal strike late last year. Domestic crude glycerin is in a well sold up position and the availability of Argentine material has been cut down to the exportable surplus out of that country's monthly production.

February production of crude glycerin amounted to 17,262,000 pounds while consumption totaled 18,893,000 pounds. Stocks rose from 52,477,000 pounds at the end of January to 53,850,000 pounds at the close of February.

Among the vegetable waxes, local prices of carnauba declined below the floor prices in Brazil. The competitive situation, entirely a local affair, was attributed to increasing quantities of bartered material coming upon this market. Although official reports from Brazil stated that no more export licenses would be granted on barterwax out of Brazil, and that Carnauba had officially been removed from the list of articles where barter would be permitted, the action of the local market here indicated that a fairly substantial quantity had been involved in the barter deals in Brazil prior to the time steps had been taken to prevent further transactions.

stuff that dreams
are made of...

Metamorphosis from illusion to reality takes only
a chemical formula....

Our cosmetic laboratory can develop your dream product into a salable
item packed with merchandising appeal.

Private label customers we have served for over
40 years have learned that our
methods of developing their products and
approaching their problems offer them the greatest advantages.

Make your dreams pay. Use our experience,
skill and imagination in cosmetic formulation to YOUR advantage.

K L I N K E R

MANUFACTURING COMPANY
9210 BUCKEYE ROAD • CLEVELAND 4, OHIO

Manufacturers of Private Label Cosmetics Since 1900



READY FOR YOUR LIBRARY

Volume III of this monumental work on essential oils!

THE ESSENTIAL OILS

Vol. III, by Ernest Guenther, Ph.D., 777 pages, illustrated and
indexed, cloth, 6 x 9 inches. \$10.00 per copy.

In this third volume, the author begins a group on individual oils. The
monographs describe the oils of the plant families *Rutaceae* (with special
emphasis on the very important citrus oils) and *Labiatae*.

The sequence of plant families follows in order of technical and commer-
cial importance. Their botanical and geographical origin and methods of
cultivation are covered fully. Techniques of distillation and yield of oil,
their physicochemical properties, chemical composition, total production,
and uses in industry—abundant information you certainly need arranged
in up-to-date order.

*Maison G. de Navarre says: "In no other work is the treatment
of essential oil constituents so complete and up-to-date."*

To order simply fill out and mail the coupon. Copies of VOL. I and VOL.
II of this series are also available at \$6.00 and \$10.00 respectively.

MAIL THIS ORDER COUPON TODAY

MOORE PUBLISHING COMPANY BOOK DEPT. 9 E. 38th St.
New York 16, N.Y.

Please send me Ernest Guenther's THE ESSENTIAL OILS:

☐ VOL. I (\$6.00 each) ☐ VOL. II (\$10.00 each)
☐ VOL. III (\$10.00 each)

My check (or money order) for enclosed.

NAME
POSITION
ADDRESS
CITY ZONE STATE

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

All prices per lb. unless otherwise specified.

| | | |
|-------------------------------|---------|--------|
| Almond Bit, FPA per lb. . | 3.75@ | 4.50 |
| Sweet True | .70@ | .85 |
| Apricot Kernel | .50@ | .58 |
| Amber, rectified | Nominal | |
| Angelica Root | 135.00@ | 190.00 |
| Anise, U. S. P. | 1.15@ | 1.30 |
| Aspic (spike) Span | 1.00@ | 1.45 |
| Avocado | 1.10@ | 1.50 |
| Bay | 1.35@ | 2.00 |
| Bergamot | 4.50@ | 4.85 |
| Artificial | 2.10@ | 3.00 |
| Birch, sweet | 2.25@ | 5.40 |
| Birchtar, crude | 1.00@ | 1.50 |
| Birchtar, rectified | 4.25@ | 5.00 |
| Bois de Rose | 3.50@ | 3.85 |
| Cade, U. S. P. | .40@ | .60 |
| Cajeput U. S. P. | 2.35@ | 2.50 |
| Calamus | 20.00@ | 25.00 |
| Camphor "White" | .25@ | .50 |
| Cananga, native | 4.25@ | 4.50 |
| Rectified | 5.15@ | 5.85 |
| Caraway | 3.75@ | 4.25 |
| Cardamon | 58.00@ | 70.00 |
| Cassia, rectified, U. S. P. . | 2.25@ | 2.85 |
| Cedar leaf U. S. P. | 1.75@ | 2.00 |
| Cedar Wood | .40@ | .55 |
| Celery | 15.00@ | 16.00 |
| Chamomile Roman | 250.00@ | 280.00 |

| | | |
|----------------------------|---------|--------|
| Cinnamon bark oil | 30.00@ | 55.00 |
| Citronella, Ceylon | 1.25@ | 1.35 |
| Java type | 1.85@ | 2.25 |
| Cloves, Zanzibar | 1.65@ | 2.00 |
| Madagascar | 1.50@ | 1.85 |
| Coriander | 25.00@ | 30.00 |
| Imitation | 10.00@ | 12.50 |
| Croton | 5.00@ | 6.20 |
| Cumin | 6.35@ | 10.10 |
| Dillweed | 6.00@ | 7.20 |
| Erigeron | 5.00@ | 5.80 |
| Eucalyptus | .58@ | 1.50 |
| Fennel, Sweet | 2.65@ | 3.00 |
| Geranium, Rose, Algerian . | 14.50@ | 16.80 |
| Bourbon | 17.00@ | 21.00 |
| Turkish | 7.75@ | 9.25 |
| Ginger | 23.00@ | 30.00 |
| Guaiac (Wood) | 1.90@ | 2.20 |
| Hemlock | 1.85@ | 2.25 |
| Juniper Berry | 3.00@ | 5.00 |
| Laurel leaf | 10.00@ | 12.50 |
| Lavandin | 1.50@ | 2.00 |
| Lavender, French | 2.20@ | 5.00 |
| Lemon, Calif. | 3.00@ | 3.25 |
| Italian | 2.90@ | 5.50 |
| Lemongrass | 2.20@ | 2.60 |
| Limes, distilled | 6.00@ | 6.85 |
| Expressed | 13.00@ | 13.50 |
| Lovage (oz.) | 11.00@ | 15.00 |
| Mace | 3.45@ | 3.85 |
| Marjoram | 3.50@ | 4.50 |
| Neroli, Bigarde P. | 85.00@ | 95.00 |
| Petale, extra NF | 130.00@ | 185.00 |
| Nutmeg | 3.50@ | 4.00 |
| Ocotea Cymbarum | .80@ | 1.00 |
| Olibanum | 4.80@ | 8.50 |

| | | |
|------------------------------|--------|-------|
| Opopanax | 33.00@ | 40.00 |
| Orange, Florida | .50@ | .75 |
| Brazilian | .95@ | 1.10 |
| Calif., exp. | .75@ | 1.00 |
| Origanum | 2.50@ | 3.50 |
| Orris Root, abs. (oz.) | 65.00@ | 70.00 |
| Artificial | 36.00 | Nom'l |
| Patchouli | 22.00@ | 24.00 |
| Pennyroyal, Amer. | 4.10 | Nom'l |
| European | 4.60@ | 5.80 |
| Peppermint natural | 6.25@ | 6.50 |
| Redistilled | 6.60@ | 7.00 |
| Petitgrain | 2.20@ | 2.75 |
| Pimento Berry | 3.85@ | 5.50 |
| Pinus Sylvestris | 2.50@ | 2.65 |
| Pumilio | 2.80@ | 3.15 |
| Rose, Bulgaria (oz.) | 30.00@ | 56.00 |
| Synthetic, lb. | 22.00@ | 28.00 |
| Rosemary, Spanish | .85@ | 1.50 |
| Sage, Spanish | 1.25@ | 2.00 |
| Sage, Dalmation | 6.25@ | 7.20 |
| Sandalwood, N. F. | 11.50@ | 12.25 |
| Sassafras, artificial | .60@ | .75 |
| Snake root | 19.50@ | 23.00 |
| Spearmint | 3.20@ | 3.80 |
| Tansy | 8.75@ | 9.00 |
| Thyme, red | 2.15@ | 2.85 |
| White | 2.40@ | 3.25 |
| Valarian, extra | 75.00@ | 88.00 |
| Vetivert, Haitian | 11.00@ | 12.00 |
| Bourbon | 13.75@ | 14.75 |
| Wintergreen, natural | 4.00@ | 14.50 |
| Wormseed | 4.25@ | 4.60 |
| Ylang Ylang, Bourbon | 12.00 | Nom'l |
| Haitian | 10.50@ | 12.00 |

(Continued on page 431)

ORIGINATORS...

NEW PERFUME TONES

FLORALS • BOUQUETS • SPECIALTIES



OUR SPECIALTIES

- JASMIN - ROSE - NEROLI - GERANIUM - LAVENDER
- MUSK - CIVET - AMBERGRIS

Danco Quality

Guaranteed by Reputation

Imported Directly from Selected Producers

GERARD J. DANCO, INC.

5 EAST 19th ST.
NEW YORK 3, N.Y.

ORegion 3-6790

Cable: CODAN, N.Y.

IMPORTERS • EXPORTERS • MANUFACTURERS

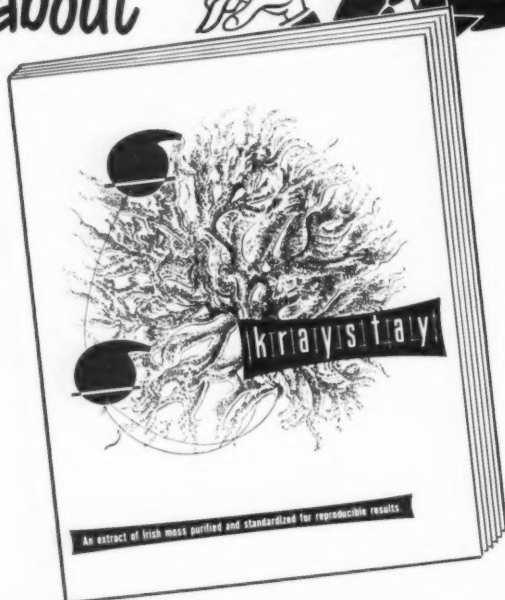
Fine Essential & Floral Oils, Aromatic Chemicals

Laboratories: Grasse, France, New York, N.Y.

& Essential Oil Review

May, 1950 429

Here are
the facts
about



The finer STABILIZER
EMULSIFIER • THICKENER
GELLING AGENT • SUSPENDING AGENT

In one booklet are facts you want to know about Kraystay, the finer vegetable stabilizer made by Kraft.

Here you can find out what Kraystay will do . . . and what it *won't* do; where it will help . . . and where it *won't*; how to use it . . . and how *not* to.

This is an informative booklet . . . written by technical people for technical people . . . chock-full of charts and graphs . . . checked and double checked by Kraft research men.

We believe it is the most thorough, basic and readable booklet of its kind . . . and one that will save you time and trouble in the selection of a stabilizer.

No charge, no obligation . . . just send the coupon below.

A KRAFT PRODUCT

Distributor: Phenix Pabst-ett Company

Phenix Pabst-ett Company, Dept. M-24
460 E. Illinois St.
Chicago, Illinois.

Please send a free copy of your Kraystay booklet to:

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

GLYCERINE

**Free booklet
tells where it fits
in your business!**

In hundreds of beauty preparations and pharmaceuticals, versatile glycerine is playing an increasingly important role in the drug and cosmetic industries . . . and many of these applications can materially improve your product!

The story is told in one informative, up-to-date booklet—"Why Glycerine for Drugs and Cosmetics?"

Contains compact information on the physical properties of glycerine . . . its origin, development and chemistry . . . grades and their applications, 16 pages of practical, useful data—yours for the asking! Whether you're in management, production, or research . . . an expert on glycerine or thoroughly unfamiliar with the subject—you'll want this informative booklet. Write for your free copy—today!



GLYCERINE PRODUCERS' ASSOCIATION, DEPT. 25

295 Madison Ave. • New York 17, N. Y.



CONSOLIDATED

Established 1858 FRUIT JAR CO.
NEW BRUNSWICK, NEW JERSEY

SHEET METAL GOODS : SPOUTS : SPRINKLER TOPS : DOSE CAPS

BEEHIVE BRAND
Beeswax



• A 100% pure, uniformly textured, white beeswax that always retains its quality and consistency. Will not settle, turn watery or give a curdled appearance—emulsions remain stabilized even during long periods of shipment, storage and display. Write for complete information.

WILL & BAUMER Candle Co., Inc., Syracuse, N. Y., Est. 1855

**Spermaceti Stearic Acid Ceresine Hydistear
Composition Waxes Red Oil Yellow Beeswax**

(Continued from page 429)

TERPENELESS OILS

| | | |
|--------------|---------|--------|
| Bay | 2.65@ | 2.90 |
| Bergamot | 10.00@ | 13.00 |
| Grapefruit | 30.00@ | 38.00 |
| Lavender | 7.25@ | 10.00 |
| Lemon | 35.00@ | 41.00 |
| Lime, ex. | 80.00@ | 90.00 |
| Distilled | 55.00@ | 62.00 |
| Mandarin | 350.00@ | 410.00 |
| Orange sweet | 70.00@ | 95.00 |
| Peppermint | 11.00@ | 12.50 |
| Petitgrain | 5.75@ | 7.00 |
| Spearmint | 6.25@ | 7.00 |

DERIVATIVES AND CHEMICALS

| | | |
|----------------------------|--------|-------|
| Acetaldehyde 50% | 1.90@ | 2.50 |
| Acetophenone | 1.50@ | 1.75 |
| Alcohol C 8 | 2.40@ | 3.00 |
| C 9 | 15.00@ | 16.20 |
| C 10 | 2.40@ | 3.00 |
| C 11 | 14.50 | |
| C 12 | 2.40@ | 2.85 |
| Aldehyde C 8 | 9.00@ | 11.00 |
| C 9 | 17.50@ | 18.00 |
| C 10 | 7.00@ | 8.50 |
| C 11 | 19.25@ | 22.00 |
| C 12 | 14.00@ | 16.00 |
| C 14 (Peach so-called) | 7.00@ | 7.50 |
| C16 (Strawberry so-called) | 6.00@ | 7.10 |
| Amyl Acetate | .53@ | .70 |
| Amyl Butyrate | .85@ | 1.10 |
| Amylcinnamic Aldehyde | 2.10@ | 2.50 |
| Amyl Formate | 1.00@ | 1.25 |
| Amyl Phenylacetate | 3.75@ | 4.10 |
| Amyl Propionate | 1.00@ | 1.60 |
| Amyl Salicylate | .85@ | 1.00 |

| | | |
|-----------------------|-------|-------|
| Amyl Valerinate | 1.80@ | 2.25 |
| Anethol | 1.10@ | 1.25 |
| Anisic Aldehyde | 2.45@ | 2.75 |
| Anisyl acetate | 7.75@ | 8.10 |
| Benzyl Acetate | .70@ | .85 |
| Benzyl Alcohol | .65@ | .71 |
| Benzyl Benzoate | .85@ | 1.00 |
| Benzyl Butyrate | 1.70@ | 2.15 |
| Benzyl Cinnamate | 3.30@ | 3.60 |
| Benzyl Formate | 2.00@ | 2.30 |
| Benzyl isoeugenol | 9.35@ | 10.00 |
| Benzophenone | 1.50@ | 1.85 |
| Benzyl-Iso-eugenol | 9.35@ | 10.00 |
| Benzyl Propionate | 1.60@ | 2.20 |
| Benzylidene Acetone | 2.00@ | 2.75 |
| Bromstyrol | 5.75@ | 6.35 |
| Butyl Acetate, normal | 14½@ | 15½ |
| Cinnamic Alcohol | 3.00@ | 3.75 |
| Cinnamic Aldehyde | 1.15@ | 1.35 |
| Cinnamyl Acetate | 3.75@ | 4.50 |
| Citral, C. P. | 5.75@ | 7.00 |
| Citronellol | 3.20@ | 3.75 |
| Citronellyl Acetate | 3.95@ | 5.40 |
| Citronellyl butyrate | 5.75@ | 6.00 |
| Coumarin | 2.75@ | 3.00 |
| Cuminic Aldehyde | 7.75@ | 10.00 |
| Diethylphthalate | .35@ | .43 |
| Dimethyl Anthranilate | 5.50@ | 5.90 |
| Ethyl Acetate | .26@ | .30 |
| Ethyl Benzoate | .75@ | .90 |
| Ethyl Butyrate | .70@ | .85 |
| Ethyl Capronate | 3.30@ | 3.75 |
| Ethyl Cinnamate | 2.45@ | 2.80 |
| Ethyl Formate | .65@ | .75 |
| Ethyl Propionate | .75@ | 1.00 |
| Ethyl Salicylate | .80@ | .95 |
| Ethyl Valerianate | 2.85@ | 3.00 |
| Ethyl Vanillin | 6.75@ | 6.80 |
| Eucalyptol | 1.55@ | 2.05 |
| Eugenol | 2.05@ | 2.85 |
| Geraniol, dom. | 3.00@ | 3.35 |
| Geranyl Acetate | 2.80@ | 3.60 |
| Geranyl Butyrate | 5.30@ | 6.10 |

| | | |
|---------------------------|--------|-------|
| Geranyl Formate | 5.45@ | 6.10 |
| Geranyl Propionate | 5.00@ | 5.50 |
| Guaiac Wood Acetate | 4.50@ | 5.00 |
| Heliotropin, dom. | 3.10@ | 3.90 |
| Hydrotropic Aldehyde | 6.30@ | 6.85 |
| Hydroxycitronellal | 7.25@ | 8.00 |
| Indol, C. P. | 18.00@ | 20.00 |
| Ionones | | |
| Beta | 8.00@ | 8.65 |
| Methyl | 5.25@ | 8.80 |
| Iso-borneol | 1.65@ | 1.80 |
| Iso-butyl Acetate | 1.00@ | 1.75 |
| Iso-butyl Benzoate | 1.15@ | 1.75 |
| Iso-butyl Salicylate | 2.15@ | 3.00 |
| Iso-eugenol | 3.40@ | 3.85 |
| Iso-safrol | 2.10@ | 2.80 |
| Linalool | 5.00@ | 6.35 |
| Linalyl, Acetate 90% | 5.20@ | 5.75 |
| 70% | 4.25@ | 4.60 |
| Linalyl Formate | 11.00@ | 12.00 |
| Linalyl Propionate | 10.00@ | 11.10 |
| Menthol | 10.20@ | 10.40 |
| Methyl Acetophenone | 1.50@ | 1.90 |
| Methyl Anthranilate | 2.40@ | 2.65 |
| Methyl Benzoate | .60@ | 1.00 |
| Methyl Cinnamate | 1.75@ | 2.25 |
| Methyl Heptenone | 6.25@ | 7.00 |
| Methyl Heptene Carbonate | 45.00@ | 60.00 |
| Methyl Hexyl Ketone | 1.25@ | 1.50 |
| Methyl Naphthyl Ketone | 3.25@ | 4.75 |
| Methyl Phenylacetate | 1.30@ | 1.85 |
| Methyl Salicylate | .42@ | .50 |
| Musk Ambrette | 5.40@ | 5.85 |
| Ketone | 5.00@ | 5.30 |
| Xylene | 1.75@ | 2.00 |
| Neroline (ethyl ether) | 2.10@ | 2.40 |
| Paracresyl Acetate | 2.15@ | 2.75 |
| Paracresyl Methyl Ether | 2.50@ | 3.00 |
| Paracresyl Phenyl-acetate | 4.75@ | 5.40 |
| Phenylacetaldehyde 50% | 2.75@ | 3.25 |
| 100% | 4.10@ | 4.65 |

(Continued on page 433)

THE SEARCH

is always

FOR SOMETHING BETTER!



CHOLESTEROL IN ITS MOST ACTIVE AND EFFICIENT FORM

the AMERCHOLS

are *Naturally* better

NON-IONIC EMULSIFIERS, EMOLLIENTS AND PENETRANTS

The **AMERCHOLS** are surface-active agents which are Naturally good for the skin. Of Natural Origin, they represent odorless, color-free forms of cholesterol and related rare sterols which we isolate in purified form from animal tissues. They are stable in the presence of acids, alkalies and most drugs.

— WE KNOW OF NO CASE OF ALLERGY DUE TO AN AMERCHOL —

For complete information write on your company letterhead for your copy of our technical booklet. Contains valuable data on the use of the Amerchols in O/W and W/O emulsions. Formulas for all types of creams, lotions, hair preparations, etc.

Our Research Laboratories are available to you for advice and information at all times.

Have you tried AMERCHOL L-101 Liquid Cholesterol Penetrant for your hair preparations?



AMERICAN CHOLESTEROL PRODUCTS

• INCORPORATED •

MILLTOWN — NEW JERSEY



FOR PHARMACEUTICALS AND COSMETICS

AMERICAN CHOLESTEROL PRODUCTS

MILLTOWN, NEW JERSEY



Jasmin

14 E. 48th St., New York

CAMILLI, ALBERT & LALOUÉ, S.A.

Grasse, France

Established 1830

ABSOLUTES

BROOM (Genet)
CARNATION
CASSIE ANCIENNE
CLARY SAGE
EVERLASTING

(Immortelle)

JASMIN Maximarome
JASMIN Pommades
JASMIN Chassis
JASMIN Benzol

LAVENDER Maximarome
MIGNONETTE
MIMOSA Maximarome
MOUSSE D'ARBRE Maximarome
MOUSSE D'ARBRE Colorless
NARCISSUS of the Plains
NARCISSUS of the Mountains

OAKMOSS YOUGHSLAVIAN
ORANGE Maximarome
ORRIS
ROSE DE MAI Maximarome
TUBEROSE Maximarome
TUBEROSE Pommades
VIOLET LEAVES Maximarome
YLANG YLANG A

Above Natural Perfumers' Materials Stocked by Our American Affiliate

CAMILLI, ALBERT & LALOUÉ, INC.



Rose

Plaza 3-6070

Cable address: Maximarome

Absolute French Perfume Bases

All of the Most Popular Types

Series 300 Oils

Water Soluble Perfume Oils
Exquisite Perfumes in Bulk

Write for our price list of new low prices.

For 30 years we have served a satisfied clientele. Our consulting Department is always at your service.

E. M. Laning Company

433 Stuyvesant Avenue

Irvington 11, N.J.



- PURE WHITE
- EXTRA QUALITY
- ABSOLUTELY PURE
- ABOVE U.S.P. STANDARDS

• Samples will gladly be sent on request—at no obligation

Serving the Trade for 98 Years

THEODOR LEONHARD WAX CO., INC.

HALEDON, PATERSON

NEW JERSEY

Western Distributor: A. C. Drury & Co., 219 E. North Water St., Chicago, Ill.

MOULDS

For LIPSTICKS MASCARD SUPPOSITORIES STYPTIC PENCILS

and **DIES**

for ROUGE COMPACT POWDER

Write for Catalog

A. CAVALLA, INC. 163 WEST 18TH STREET, NEW YORK, N.Y.

For the Fast-Growing Detergent Industry The FUNDAMENTALS of DETERGENCY

by William W. Niven, Jr.

Midwest Research Institute

1950 • 260 pages • illustrated • \$5.50

This volume presents a thorough-going treatment of the theory and practical applications of detergents with special reference to their use in laundering processes. All those who require a basic knowledge of the factors involved in detergency, both physical and chemical, and who wish to understand the chemical formulation of modern detergents will find this book of the greatest value, since its principles can be applied to all fields in which surface tension and its related phenomenon play a part.

Order Now for Immediate Delivery

THE AMERICAN PERFUMER

9 East 38th St.

New York 16, N.Y.

USE
INTERSTATE
TECHNICAL AND CERTIFIED
COLORS

INTERSTATE COLOR CO. INC.

3 BEEKMAN ST., N.Y.C., 7—'phone CO 7-5281

OUTSTANDING EXCELLENCE

... That accounts for the popularity of Interstate Colors.

No matter what your color requirements are, consult us. Our expert advice will prove of great value to you.

CHLOROPHYLL • CAROTENE

(Continued from page 431)

| | | |
|--------------------------------|--------|-------|
| Phenylacetic Acid | 1.50@ | 2.25 |
| Phenylethyl Acetate | 1.85@ | 2.50 |
| Phenylethyl Alcohol | 1.65@ | 1.90 |
| Phenylethyl Butyrate | 4.00@ | 4.35 |
| Phenylethyl Propionate | 3.10@ | 4.00 |
| Phenylethyl Salicylate | 4.30@ | 4.80 |
| Phenylethyl Valerianate | 5.60@ | 6.00 |
| Phenylpropyl Acetate | 4.25@ | 4.85 |
| Phenylpropyl Alcohol | 3.30@ | 3.50 |
| Safrol | .95@ | 1.25 |
| Scatol C. P. (oz.) | 3.25@ | 4.00 |
| Styrolol Acetate | 2.00@ | 2.85 |
| Vanillin (clove oil) | 4.00@ | 4.50 |
| (guaiaicol) | 3.00@ | 3.05 |
| Lignin | 3.00@ | 3.05 |
| Vetiver Acetate | 30.00@ | 37.50 |
| Violet Ketone Alpha | 7.45@ | 10.50 |
| Yara Yara (Methyl ether) | 2.25@ | 2.80 |

BEANS

| | | |
|--------------------------|-------|------|
| Tonka Beans Surinam | 1.00@ | 1.10 |
| Angostura | 1.75@ | 1.80 |
| Vanilla Beans | | |
| Bourbon | 4.50@ | 5.00 |
| Mexican, whole | 7.50@ | 7.75 |
| Mexican, cut | 6.25@ | 6.50 |
| Tahiti | 2.50@ | 2.85 |

SUNDRIES AND DRUGS

| | | |
|--------------------------------|--------|-------|
| Acetone | .09@ | .14 |
| Ambergris, ounce | 8.50@ | 18.00 |
| Balsam, Copaiba | .65@ | .70 |
| Peru | .90@ | 1.00 |
| Beeswax, bleached, pure | | |
| U. S. P. | .63@ | .64 |
| Yellow, refined | .52@ | .54 |
| Bismuth, subnitrate | 2.30 | |
| Borax, crystals, carlot ton .. | 61.25@ | 81.25 |

| | | |
|------------------------------|----------|---------|
| Boric Acid, U. S. P., ton .. | 129.00@ | 133.50 |
| Calcium, phosphate | .08@ | .08 3/4 |
| Phosphate, tri-basic | .0660@ | .0730 |
| Camphor, pwd., domestic .. | .45@ | .47 |
| Natural, imported | .45@ | .55 |
| Castoreum, nat., cans | 10.50@ | 12.50 |
| Cetyl, Alcohol | 1.50@ | 1.55 |
| Chalk, precip. bags, cts .. | .02 7/8@ | .03 |
| Cherry Laurel Water, jug, | | |
| gal. | 1.25@ | 1.70 |
| Citric Acid | 24 1/2@ | 26 1/2 |
| Civet, ounce | 4.50@ | 15.00 |
| Cocoa butter, bulk | 47 1/2@ | .50 |
| Cyclohexanol (Hexalin) .. | 21 1/2@ | .22 |
| Fuller's Earth, Mines ton .. | 27.00@ | 30.00 |
| Glycerin, C. P. | 24 3/4@ | 25 1/4 |
| Gum Arabic, white | .33@ | .35 |
| Amber | .12 3/4@ | .14 |
| Gum Benzoin, Siam | 3.50@ | 3.85 |
| Sumatra | .55@ | .65 |
| Gum Galbanum | .80@ | .95 |
| Gum Myrrh | .35@ | .37 |
| Henna, pwd. | .27@ | .29 |
| Kaolin | .05@ | .07 |
| Karaya gum | .34@ | .54 |
| Labdanum | 5.00@ | 7.00 |
| Lanolin, hydrous | .29@ | .30 |
| Anhydrous | .31@ | .32 |
| Magnesium, carbonate | .11@ | .12 1/4 |
| Stearate | .35@ | .37 |
| Musk, ounce | 35.00@ | 48.00 |
| Olibanum, tears | .16@ | .30 |
| Siftings | .12@ | .18 |
| Orange Flower Water, gal. .. | 1.75@ | 2.25 |
| Orris Root, Italian | .14@ | .21 |
| Paraffin | .05 3/4@ | .07 1/4 |
| Peroxide (hydrogen U. S. P.) | | |
| bbbs. | .03 3/4@ | .05 |
| Petrolatum, white | .06 3/4@ | .08 3/8 |
| Quince Seed | 1.00@ | 1.50 |
| Rice Starch | .12 1/2@ | .15 |
| Rose flowers, pale | .40@ | .50 |
| Rose Water, jug (gal.) ... | 2.00@ | 2.50 |
| Rosin, M. per cwt. | 7.10@ | |

| | | |
|------------------------------|----------|---------|
| Salicylic Acid | .40@ | .42 |
| Saponin No. 1 | 2.45@ | 2.60 |
| Silicate, 40°, drums, works, | | |
| 100 pounds | 1.00@ | 1.35 |
| Sodium Carb. | | |
| 58% light, 100 pounds .. | 1.25@ | 2.65 |
| Hydroxide, 76% solid, 100 | | |
| pounds | 3.05@ | 4.20 |
| Spermaceti | .25@ | .28 |
| Stearate Zinc U.S.P. | .34@ | .36 |
| Styrax | 1.50@ | 1.85 |
| Tartaric Acid | .31 1/2@ | .35 |
| Tragacanth, No. 1 | 2.75@ | 3.40 |
| No. 2 | 2.50@ | 2.65 |
| Triethanolamine | .21 1/2@ | .22 1/2 |
| Violet Flowers | 1.80@ | 1.85 |
| Zinc Oxide, U.S.P. ctns. ... | .14 1/4@ | .14 1/2 |

OILS AND FATS

| | | |
|------------------------------|----------|---------|
| Castor, refined, tanks | .18 1/4@ | |
| Coconut, crude, Atlantic | | |
| ports, tanks | .16 1/4@ | |
| Corn, crude, Midwest, mill, | | |
| tanks | .14@ | |
| Corn Oil, refined, tanks .. | .17 1/4@ | .17 1/2 |
| Copra, Pacific coast, ton .. | 205.00 | |
| Cottonseed, crude tank ... | .13 3/4@ | |
| Grease, white | .06 3/8@ | |
| Lard, Chicago | .11@ | .11 1/4 |
| Lard Oil, common, No. 1 | | |
| drums | .11 1/2@ | .12 |
| Palm Congo drums | .13 1/4 | Nom'l |
| Peanut, refined tanks | .18@ | .18 1/2 |
| Red Oil, single distilled | | |
| drums | .13 1/4@ | .14 1/2 |
| Stearic Acid | | |
| Triple Pressed | .16 1/4@ | .17 |
| Double Pressed | .14@ | .15 |
| Tallow, acidless, drums ... | .11@ | .11 1/2 |
| Tallow, extra | .06 3/8 | |
| Whale oil, refined | | Nominal |

OIL ORRIS ROOT LIQUID ABSOLUTE

ORRIS CONCRETE

ORRIS OLEORESIN (Resinoid)

Experience demonstrates that none of the substitutes for Orris is wholly satisfactory in giving the characteristic Orris note. It is therefore fortunate that these well known Bush specialties are now readily available.

W. J. BUSH & CO., Inc.

ESSENTIAL OILS . . . AROMATIC CHEMICALS . . . NATURAL FLORAL PRODUCTS

11 EAST 38TH STREET, NEW YORK 16, N. Y.

LINDEN, N. J.

NATIONAL CITY, CAL.

LONDON

MITCHAM

WIDNES

WE CAN SUPPLY THE FOLLOWING BOOKS

| | |
|---|-------|
| Chemical Formulary (Bennett) VIII | 7.00 |
| Chemistry and Manufacture of Cosmetics (de Navarre) | 9.00 |
| Condensed Chemical Dictionary | 12.00 |
| Cosmetic Dermatology (Goodman) | 7.00 |
| Cosmetics and How to Make Them (Bushby) | 3.00 |
| Drug & Specialty Formulas (Belanger) | 6.00 |
| Emulsion Technology—a symposium | 6.50 |
| The Essential Oils (Guenther) Vol. I | 6.00 |
| The Essential Oils (Guenther) Vol. II | 10.00 |
| The Essentials Oils (Guenther) Vol. III | 10.00 |
| Flavor (Crocker) | 3.00 |
| Fundamentals of Detergency (Nevin) | 5.50 |
| Hanley's 20th Century Book of Formulas, Processes & Trade Secrets | 4.00 |
| How to Make and Use a Small Chemical Laboratory | 1.00 |
| Introduction to Emulsions (Sutheim) | 4.75 |
| The Law of Foods, Drugs & Cosmetics (Toulmin) One large volume, 1460 pages | 17.50 |
| Modern Cosmetology (Harry) | 12.00 |
| Modern Cosmetics (Thomssen) | 8.00 |
| Natural Perfume Materials (Naves and Mazuyer) | 6.75 |
| Perfumes, Cosmetics & Soaps (Poucher) Vol. I Raw Materials Dictionary | 8.00 |
| Vol. III Treatise on Cosmetics | 7.00 |
| Perfumes & Spices (Verrill) | 3.50 |
| Pharmaceutical Selling, Detailing & Sales Training (Peterson) | 4.50 |
| Practical Emulsions (Bennett) | 3.50 |
| Principles & Practice of Beauty Culture (Wall) .. | 6.00 |
| Science & Art of Perfumery (Sagarin) | 3.00 |
| Soaps & Detergents (Thomssen & McCutcheon) ... | 9.00 |
| Spice Handbook (Parry) | 6.50 |
| Surface Active Agents (Schwartz & Perry) | 10.00 |
| Synthetic Food Adjuncts (Jacobs) | 5.50 |
| U. S. Dispensary XXIV | 20.00 |

*Send remittance with your order
Foreign postage extra*

**Book Department:
MOORE PUBLISHING CO.
9. E. 38th St., New York 16, N. Y.**

CLASSIFIED ADVERTISEMENTS

Rates per line, per insertion: Business Opportunities, \$1.00; Situations Wanted and Help Wanted, 50c. Please send check with copy.

BUSINESS OPPORTUNITIES

WANTED Chemicals, Colors Pigments, Resins, Solvents, Oils, Aromatics, Other Raw Materials & Supplies. Machinery & Equipment: **CHEMICAL SERVICE CORPORATION**, 80-08 Beaver St., New York 5, N.Y., HANover 2-6970.

WANTED: 2—Dry Powder Mixers; 2—Pony Mixers; 2—Tablet Machines; 1—Filler; 3—Kettles; 2—Filling Machines. No dealers. Write Box 2353, The American Perfumer and Essential Oil Review, 9 E. 38th St., New York 16, N.Y.

REPRESENTATIVES WANTED to call on toiletry and cosmetic manufacturers to sell an excellent and wide range of perfume compounds and specialties. Complete laboratory and top management cooperation. Openings available in major territories, domestic and foreign. Write in complete confidence—full details, Box 2860, The American Perfumer, 9 East 38th Street, New York 16, New York.

WHAT'S YOUR TROUBLE? Cosmetic Chemist Long Experience can help you. Tell me what you want. I will send you finished samples and price of formula before you buy. Saves Time and Money. If It's New I have it. Anything you want. Cosmetic Chemist, 5634 Lucas-Hunt Road, St. Louis 20, Missouri.

FOR SALE

FOR SALE: 1—Standard-Knapp Self-adjust. #429 Auto. carton Gluer-Sealer & Compresion unit; 2—Colton 3DT Tablet Machines with 1" punch & die (send for list of other exceptional buys in tablet machines); 14—Dry Powder Mixers 100# to 2000#; 24—Day single deck 40"x 84" S/S "Roball" Sifters; 6—World Auto. & semi-auto. Labelers; 1—Stokes 79-80 Tube Filler-Closer-Clipper; 1—4TH Mikro-Pulverizer; Vacuum & gravity Fillers; 40 to 100 gallon Stainless, Aluminum, Copper & Steel jacketed kettles. Save money by sending us your inquiries. We are also in the market for your surplus equipment. Consolidated Products Co. 14-15 Park Rows New York 7, N. Y. Phone: BArcley 7-0600.

HELP WANTED

SALES REPRESENTATIVES WANTED—visiting Cosmetic and Pharmaceutical manufacturers, to take along line of handmade Bottles and Flacons. Territories New York, California, and Florida. Kenbury Glass Works, 38 West 32nd Street, New York 1, N.Y.

SALESMAN WANTED to sell perfume compounds, bases and essential oils in metropolitan New York area. Experience and following required. Salary or drawing against commission. State full details. Replies held confidential. Write Box 2861, The American Perfumer, 9 East 38th Street, New York 16, New York.

SITUATIONS WANTED

EXECUTIVE AVAILABLE: Former president large essential oil house, many years assistant charge sales, many years vice-president charge production, seeks position. Prefers production. What can you offer? Write Box 2859, The American Perfumer, 9 East 38th Street, New York 16, N. Y.

PROFESSIONAL SERVICE

BJORKSTEN RESEARCH LABORATORIES

RESEARCH ON CONTRACT BASIS

ARRANGEMENTS FOR DERMATOLOGICAL TESTING

CHICAGO 33, ILLINOIS
MADISON 3, WISCONSIN
NEW YORK 13, N.Y.

13791 S. Avenue "O"
323 W. Gorham St.
50 E. 41st. St.

"L'ART de la PARFUMERIE par EXCELLENCE"

DR. JEAN JACQUES MARTINAT
PERFUMER CONSULTANT

Creations of Highly Original Perfumes.
Duplications of Most Difficult Fragrances.
Unique Kind of Professional Services.

333 West 52nd Street, New York 19, N.Y. Tel. PL. 7-3708.

ALBERT B. PACINI, Sc.D.

Cosmetic Consultant

Processes Products
208 N. Maple Ave., East Orange, N. J.
Tel.: ORANGE 2-7806

GEORGE W. PEGG Ph. C.

Consulting Chemist

MEDICINALS COSMETICS

Specializing in Labeling and Advertising
to meet Federal and State Regulations

Appointments promptly arranged

57 Fourth Ave. Telephone ORange 5-9007 East Orange N. J.

Founded 1854

FEZANDIE & SPERRLE, Inc.

205 Fulton Street, New York City

HIGHEST STANDARD

Colors and Dyes for Cosmetics, such as

LIPSTICKS

ROUGES

FACE POWDERS

MASCARA

SOAPS

PERFUMES

LOTIONS

SHAMPOOS

CREAMS

Etc.

Your inquiries are invited

FIFTH AVENUE

PROTECTIVE ASSOCIATION

142 Lexington Ave. Our Own Building
New York 16, N. Y.

45 Years of "RESULT PRODUCING" Service
Proves Our Worth. The "TRADES" Recognized
CREDIT and COLLECTION AGENCY.

"TRAVELING ADJUSTORS = RESULTS"



CONSTANT research, skillful blending and development of subtle aromatics by the Perfume Chemists of N.B.W. assures the quality of its Essential Oils, Aromatics and Floral Creations.

To be sure of constant high quality and lasting consumer acceptance of your products . . . Rely on NEUMANN-BUSLEE & WOLFE, Inc. where RESULTS have merited your repeat business since 1920.

NEUMANN-BUSLEE & WOLFE
INC.

226 W. Huron St. Chicago 10, Ill.

LET OUR CHEMICAL CONSULTANTS HELP YOU

In Packaging Problems . . . Permeability and Dermatological Studies
. . . Organoleptic Panel Tests on Taste, Odor and Flavor Evaluation.

Write Today
for Booklet No. 2A
"The Chemical
Consultant and
Your Business"

FOSTER D. SNELL, INC.



Chemists
Engineers

29 W. 15 St. New York 11, N.Y. WA 4-8800

Aromatic Chemicals

FOR PERFUMERY AND FLAVORS

Iso Propyl Quinoline • Isobutyl Quinoline
Ethyl Anthranilate • Butyl Anthranilate
Skatol

Linalyl Anthranilate • Linalyl Isobutyrate

FAIRMOUNT
CHEMICAL CO., INC.

600 Ferry Street Newark 5, N. J.

INDEX TO ADVERTISERS

| | | | | | |
|--|------------------------|---|-----|---|------------------------|
| Alsop Engineering Corp. | — | Hamza Plantations | — | Parento, Inc., Compagnie | 398 |
| American Cholesterol Products, Inc. . | 431 | Hazel-Atlas Glass Co. | — | Paris International Trade Fair | — |
| Aromatic Products, Inc. | 386 | Heyden Chemical Corp. facing page | 385 | Parsons, M. W. | 418 |
| Atlas Powder Co. | 357 | Hoffman, William A. | — | Penick & Co., S. B. | 358 |
| Association of American Soap & Glycerine Producers, Inc. | 430 | Horn, John | 436 | Polak & Schwarz, Inc. | 351 |
| Avon Allied Products, Inc. | 414 | | | | |
| | | | | | |
| Bopf Whittam Corp. | — | Interstate Color Co. | 432 | Richford Corp. | 424 |
| Bridgeport Metal Goods Mfg. Co. . | 420 | Ising Corp., C. E. | — | Ritter & Co., F. | 364 |
| Bush & Co., Inc., W. J. | 345, 433 | | | Robertet, Inc., P. | — |
| Bush Aromatics, Inc. | 426 | | | Roure-Dupont, Inc. | 412 |
| | | | | | |
| California Fruit Growers Exchange .. | 348 | Katz, Dr. Alexander & Co. Div. of | | Schimmel & Co., Inc. | 361 |
| Camilli, Albert & Lalune, Inc. | 432 | F. Ritter & Co. | 364 | Seovill Manufacturing Co. | — |
| Carbide and Carbon Chemical Division, Union Carbide and Carbon Corporation | — | Kolar Laboratories Inc. | — | Sheffield Tube Corp. | 366 |
| Carr-Lowery Glass Co. | 408 | Klinker Mfg. Co., The | 428 | Society of the Plastics Industry | — |
| Cavalla, Inc., A | 432 | Kraft Foods Co. | 430 | Solvay Sales Div., Allied Chemical & Dye Corp. | — |
| Chiris Co., Inc., Antoine | 396 | | | Snell, Foster D., Inc. | 435 |
| Classified Advertisements | 434 | | | Special Glass Products, Co. | 426 |
| Consolidated Fruit Jar Co. | 430 | | | Standard Cap & Molding Co. | 363 |
| Cosmetries, Inc. | — | | | Standard Specialty & Tube Co. | — |
| | | | | Standard Synthetics, Ltd. | 434 |
| Danco, Inc., Gerard J. | 429 | Laning, E. M., Co. | 432 | Summit Chemical Product Corp. | — |
| DeLaire Division of Dodge & Olcott | 406 | Lautier Fils, Inc. | — | Swindell Bros. | — |
| Dodge & Olcott, Inc. | 390 | Leeben Chemical Co., Inc. | 391 | Synfleur Scientific Laboratories, Inc. | 349 |
| Dominion Products, Inc. | — | Leonhard Wax Co., Inc., Theodor .. | 432 | Syntomatic Corp. | 362 |
| Dow Chemical Co., The | | Lueders & Co., George | 346 | | |
| Dreyer, Inc., P. R. | 359 | | | Tennessee Eastman Corp. | — |
| | | | | Tombarel Feres | 354 |
| | | | | Tombarel Products Corp. | 354 |
| | | | | Turner White Metal Co., Inc. | 422 |
| | | | | | |
| Fairmount Chemical Co., Inc. | 435 | Mack Molding Co. | — | Ungerer & Co. | Inside Front Cover |
| Felton Chemical Co., Inc. | 392 | Malmstrom & Co., N. I. | 360 | Union Carbide and Carbon Corporation, Carbide and Carbon Chemicals Division | — |
| Fezandie & Sperrle, Inc. | 435 | Maryland Glass Corp. .. facing page | 385 | U. S. Industrial Chemicals, Inc. | — |
| Firmenich & Co. | Back Cover | | | | |
| Fleuroma, Inc. | — | Naugatuck Aromatics | 368 | van Ameringen Haebler, Inc. .. | 352-353 |
| Florasynth Laboratories, Inc. | 402 | Neumann Buslee & Wolfe, Inc. | 435 | Vanderbilt Co., Inc., R. T. | 418 |
| Forster Co., Rene | — | New York Aromatics Corp. | — | Verley & Co., Albert | |
| French, Benjamin, Inc. | 423 | Nobel, Bofors Krut., A. B. | 420 | | Insert between 400-401 |
| Fritzsche Brothers, Inc. | | Norda Essential Oil & Chemical Co., Inc. | 388 | Verona Chemical Co. | 355 |
| | Insert between 360-361 | Northwestern Chemical Co., The | 425 | Voss Corporation, Karl | 422 |
| | | | | | |
| Gair Co., Inc., Robert | — | Orbis Products Corp. | — | Wagner Co., Robinson | 350 |
| Givaudan-Delawanna, Inc. | | Owens-Illinois Glass Co. | — | Will & Baumer Candel Co., Inc. | 430 |
| | Insert between 384-385 | | | Wirz, Inc., A. H. | Front Cover |
| Glyco Products Co., Inc. | — | | | | |
| Goldschmidt Corp., The | 356 | | | | |
| Gunning & Gunning, Inc. | 424 | | | | |

Use

LABELS & SEALS

FAITHFUL SERVICE ON FOR OVER FORTY YEARS

JOHN HORN

for greater sales appeal

METAL • EMBOSSED

DIE STAMPING FOR BOXMAKERS

JOHN HORN 835-839 TENTH AVE., NEW YORK 19, N.Y.

DIE STAMPING ENGRAVING EMBOSHING

Telephone: **COLUMBUS 5-5600** ★ Cable Address: **HORNLABELS NEW YORK**



Celestone

DUSK—Merging the brilliance of the dying day into the dark depths of the growing night . . . a perfect illustration for the unique charm of our scintillating new specialty, CELESTONE.

Celestone is heady as a spring day and enveloping as a summer night . . . an inspiring fragrance, opening countless possibilities to the creative perfumer.

A luxurious, modern note at a moderate price.

THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN



Aromatics

INDISPENSABLE TO
THE CREATIVE PERFUMER

For over 50 years our volume of sales has steadily expanded on the strength of two basic ideas:

1. Chemical constructions based on the most advanced knowledge in organic chemistry, in many cases the product of our own research, to create with the strictest accuracy exactly the element or tone the perfumer needs.
2. Maximum precautions to insure, and constant insistence upon, the highest degree of purity that can be obtained.



FIRMENICH & CO.
250 WEST 18th STREET, NEW YORK 11, N. Y.

CHICAGO OFFICE: 612 NORTH MICHIGAN AVENUE • IN CANADA: CAMEED LTD., 350 WALLACE AVENUE, TORONTO
GENEVA, SWITZERLAND . . . PARIS, FRANCE

